

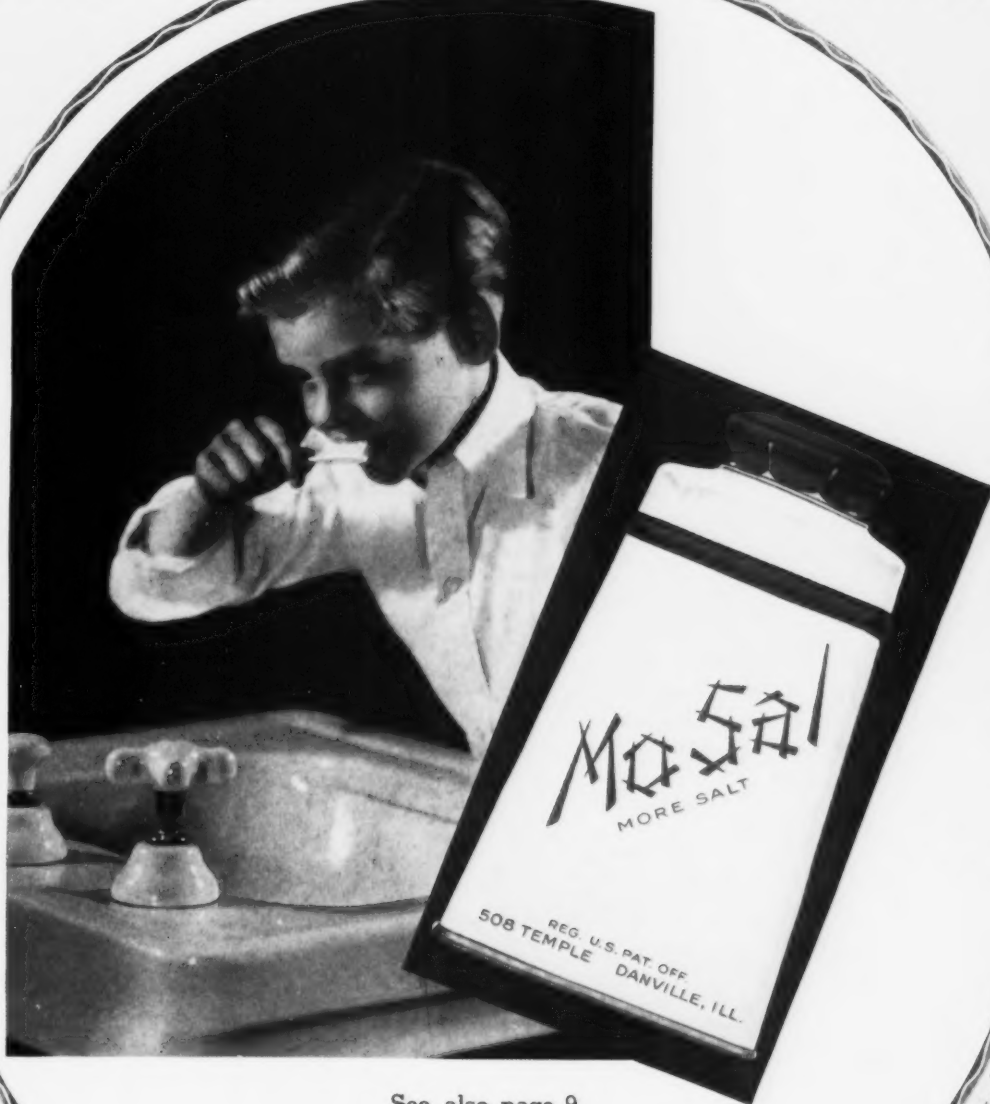
2554  
PUB. CO.

# The American Perfumer

and Essential Oil Review

PERFUMER  
PUB. CO.  
NEW YORK

JUNE  
NINETEEN  
THIRTY-THREE



See also page 9

AMERICAN CAN COMPANY



The **NACO** Line

**M. NAEF & CO.**

GENEVA  
SWITZERLAND

**NACO Jasmin No. 1594** \$7.50 pound

A modern, inexpensive and remarkably fine odor  
—a worthy addition to the Naef series of Jasmins.

**NACO Fougere No. 1409** \$7.25 pound

Ideal for soaps, talcs, shaving lotions and bath  
salts. A true and inexpensive version of this present  
day popular note.

**NACO Sweet Pea No. 1493** \$7.00 pound

A popular priced type, sweet and true to character.  
Recommended for use with Lilac, Honeysuckle, Rose  
and Jasmin in powders, talcs and extracts.



**UNGERER & CO.**

13-15 West 20th Street

NEW YORK

## Contributing Editors

DR. CLEMENS KLEBER  
Clifton, N. J.  
ESSENTIAL OILS

DR. HARVEY A. SEIL  
New York  
SYNTHETICS

PROF. CURT P. WIMMER  
Columbia University  
New York  
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN  
Winona, Minn.  
SOAPS

BERNARD H. SMITH  
Brooklyn, N. Y.  
FLAVORING EXTRACTS

HOWARD S. NEIMAN  
New York  
PATENTS, TRADEMARKS  
AND COPYRIGHTS

LEROY FAIRMAN  
New York  
MERCHANDISING

DANIEL B. HASSINGER  
New York  
PACKAGING

Published Monthly by  
PERFUMER PUBLISHING CO.  
432 Fourth Ave., New York

Telephone  
BOgardus 4-4416  
Cables: AMPERFUMER  
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY  
President and Treasurer

Washington Bureau:  
C. W. B. Hurd  
715 Albee Building

Chicago Office:  
R. B. Birch, Jr.  
400 W. Madison St.  
Telephone: STate 5161

SUBSCRIPTION RATES  
The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

# CONTENTS

for

JUNE, 1933

New Food and Drugs Bill Introduced, by C. W. B. Hurd .....	157
Recent Products and Packages .....	160
Flavor Makers Meet in Chicago .....	163
Defer Trade Practice Conference .....	164
Insecticide Makers Meet .....	164
"Century of Progress" Opens .....	165
Drug Institute Is Organized .....	167
Industrial Recovery Act Passed .....	169
Tax Ruling on Sales Companies .....	170
Canadian Perfumers' Annual Meeting .....	171
Powder Puff Makers Organize .....	174
Blair Again Heads Proprietary Group .....	174
Perfumery and Cosmetic Institute Formed .....	175
Some Random Merchandising Thoughts, by Leroy Fairman .....	176
Competition by the Department Store, by Grace R. Alker .....	179

## EDITORIALS

Cosmetics and the Drug Act .....	181
Industrial Control .....	182
The Drug Institute .....	183
Wages and Recovery .....	183
Soap Industry Competition .....	183
Desiderata, by Maison G. de Navarre .....	184
Properties of American Geranium Oil by M. S. Lowman .....	185
Brushless Shaving Creams, by Dr. E. G. Thomssen ..	189
TRADE NOTES .....	192
Chicago Trade Notes .....	205
Book Reviews .....	206
Circulars, Price Lists, Etc. ....	206
New Materials .....	207
New Incorporations .....	208
Canadian News and Notes .....	209
Patent and Trade Mark Section .....	211
Beverage Bottlers Institute Formed .....	214
New York Market Report .....	215
PRICES IN THE NEW YORK MARKET .....	216

## SOAP INDUSTRY SECTION

Soap in the Asphalt Emulsion Industry, by J. M. Fain and A. W. Hixson .....	219
Sodium Cholate in Soaps, by H. T. Heiser .....	220
Soap Materials Markets .....	222

The  
**American Perfumer**  
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

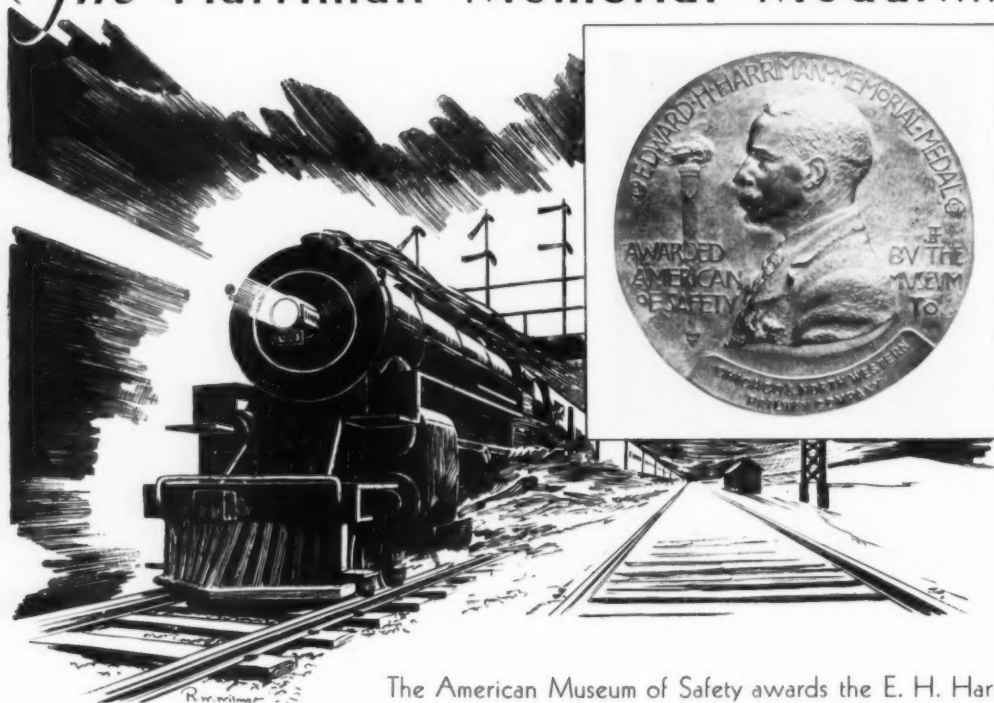
VOL. XXVIII

No. 4

Copyright 1933—Perfumer Publishing Co.

# ..AWARDS FOR MERIT..

## The Harriman Memorial Medal....



The American Museum of Safety awards the E. H. Harriman Medal annually to the American Steam railroad which during the year has been the most successful in protecting the lives and health of its employees and the public.

*This advertisement is one of a series presented by the American Commercial Alcohol Corporation in the belief that the outstanding awards in all fields of endeavor are of universal interest.*

In every field of endeavor merit finds its reward. "Everclear" Alcohol achieves recognition in the form of a steadily increasing number of satisfied users, who acknowledge it the perfect solvent for all floral and essential oils.



## AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - - New York, N. Y.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.  
Sales offices in most large cities. Warehouse stocks carried at all principal consuming points



# The American Perfumer

and Essential Oil Review

JUNE, 1933

Established 1906

Copyright 1933—Perfumer Publishing Co.

Vol. XXVIII, No. 4

## New Food and Drugs Bill Introduced

*Provisions Include Regulation of Cosmetics  
and Control of All Advertising*

*by C. W. B. Hurd*

WASHINGTON, June 12.—The new national Pure Food and Drugs Law that the Food and Drug Administration has been trying to draw up for some time has been presented to Congress by Secretary of Agriculture Wallace at the direction of President Roosevelt. Although the bill will not be taken up for action by Congress until after it convenes in January of 1934, the new bill is developing wide interest among manufacturers affected by its amendments.

Twenty-seven years ago when, after a strenuous campaign by the late Dr. Harvey W. Wiley, the first food and drugs law was passed, many of the discoveries of science that today are accepted by the general public as matter of fact were unknown. Cosmetics were not even considered in the bill. Foods and drugs were covered as well as possible, considering the inexperience of the handling of such an act. Many poisonous dyes were done away with and foods and drugs definitely injurious to life and health were brought under the control of the Administration.

The United States Pharmacopoeia and the National Formulary, compiled by an association of chemists, set definite standards for the purity of food and drugs. But the progress of science is moving too fast for the old law, the Pharmacopoeia or the Formulary.

Drugs that are harmless alone or in one mixture are found to be injurious in another compound. Compounds that pass all of the tests as set forth in works of standardization are found under further tests to contain most injurious matter. For example the Jamaica ginger paralysis of two or three years ago. The extract

of Jamaica ginger passed all of the standard tests for fluid extract of ginger, and it was only after much research done at the order of the Secretary that the poisonous substance was discovered and removed, a substance used before as a base for paints and varnishes and other wholly industrial uses.



### Why Cosmetics Are Included

Another recent example of the ineffectiveness of the old law was manifested in the case of a depilatory. This article was so injurious to the skin that hundreds of persons using it were disfigured for life. The Administration had no right to take action, as cosmetics were not included in the old law, and consequently the company closed only after so many damage suits had been filed against it that to continue business was impossible.

The Administration contends that not only do the consumers who buy impure and damaging products suffer, but that a fear is instilled into the buying public that injures the business of competitors who produce pure, safe articles of the same nature. In view of the two examples cited and many more that have come to the attention of the Administration in the past few years, and over which they have had no control to protect either the consuming public or the competitive manufacturer as well, there is a decided feeling that the authority should be bestowed on the Secretary of Agriculture to designate new tests and standards to be set for the purity of all articles and substances applied internally or externally to the body of man or other animals, when the standards set forth in journals of

standardization have proved to be entirely inadequate.

At present the Administration has jurisdiction only over those materials confined to the United States Pharmacopœia and the National Formulary. The question has arisen that in the new bill, especially in regard to cosmetics, so many materials not appearing in either of these works have been included. This very fact is one of the chief issues of the Administration in its fight for a new bill in place of the old to enable it to keep abreast of the present day demands made upon it in securing the guarantee of purity and safety of which it assures the public fundamentally in the old bill.

One of the very reasons for inserting cosmetics into the new act with various other materials was to enable the Administration to have jurisdiction over products and materials that are not entered in the two works on standards in order to protect the public and assure it of safety and purity in external beauty aids as well as in foods and drugs. The occasional cases of skin poisoning and even in some instances disfigurement caused by the use of impure ingredients in cosmetics (often used innocently by the manufacturer, their poison not being known) brought to the attention of officials of the bureau on food and drugs have made them feel sharply their helplessness in such matters and the need for Federal jurisdiction.

### Does Not Apply to Raw Materials

In Section II, paragraph C, of the new bill we read the definition of cosmetics as follows: "the term 'cosmetics' includes all substances and preparations intended for cleansing, or altering the appearance of, or promoting the attractiveness of, the person." In the case of cosmetics as mentioned here, the term "cosmetic" designates any FINISHED PRODUCT offered to the consuming public with any of the claims mentioned in Section II, paragraph C, whether the product is a compound of several materials or a single material such as olive oil.

In the case of olive oil it may be listed as a "cosmetic" in its pure form when sold with a claim to improve some part of the person, as, for example, the hair. If the pure olive oil is labeled or advertised as such and offered with claims such as have been mentioned, the pure material is considered a finished product. In the case of this particular oil, the claims for it may class it in any of the three groups mentioned in this act, food, drug or cosmetic.

It is being used here as an example of some vegetable oils that might be sold either in their natural state or in patented compounds. If olive oil is used as an ingredient in a patented compound mixture and this compound is offered to the consumer with any of the stated cosmetic claims, then the finished product is defined as a cosmetic under the new bill.

A third manner in which olive oil might be offered to the consuming public, for example, is to be given a patent name and offered for specified cosmetic uses. Under any circumstances of individual materials used in a compound with cosmetic claims, *only the finished product placed on the market for consumption is regarded as coming under the bill.*

Another question frequently asked concerns the status of individual materials now classed as drugs in the United States Pharmacopœia and the National Formulary and how the Department regards the materials not now

in the U. S. Pharmacopœia or the National Formulary.

In regard to materials, mentioned in the United States Pharmacopœia or the National Formulary, as, for instance, beeswax, petrolatum, various vegetable oils and other perfume materials, such materials when used in the manufacture of cosmetics *are not recognized individually*, as the finished product is the cosmetic. However, if such materials are sold individually under the cosmetic classification of claims, they are regarded in that particular instance as cosmetics, regardless of their classifications under other claims. Materials not mentioned in these two works on official standards are regarded in the same manner.

One of the chief reasons of the revisions of the old bill is an effort to obtain a wider scope of authority to the Department. The chief concern of the Department is to assure the public that all materials used in the manufacture of cosmetics shall not in any way be injurious to the person of the consumer when used as prescribed, and that such articles shall not be misbranded as to claims or ingredients. Such materials as beeswax, petrolatum and like materials classed in the Pharmacopœia or the Formulary as drugs will still be classed as drugs and be under the same requirements when sold under the same claims as have classed them as drugs heretofore.

### Adulteration of Cosmetics

The standards of adulteration are stated in section 5, paragraph A, which says "A cosmetic shall be deemed to be adulterated if it is or may be injurious to the user under the conditions of use prescribed in the labeling thereof, or under such conditions of use as are customary or usual."

The cosmetic must, when it is offered to the public, contain only such ingredients as will aid to the fulfillment of its claims and will not injure one part of the person while aiding another.

One case to illustrate this point was presented in a hair dye placed on the market guaranteed to darken the hair permanently. The dye successfully darkened the hair and lived up to all the claims made in its presentation to the public. However, a certain ingredient that aided the dye in being so permanent resulted in injury to many people. This ingredient, when it came into contact with the scalp, sank into the pores of the scalp and caused the skin of the person to turn blue. There was no remedy to eradicate this condition, and consequently permanent disfigurement occurred.

Paragraph B, of Section 5 reads, "If it bears or contains any poisonous or deleterious ingredient prohibited, or in excess of the limits of tolerance prescribed, by regulations as hereinafter provided."

In the case of the manufacture of cosmetics where alcohol is used, various forms of denatured alcohol are permissible provided that the manner of denaturing will not prove injurious when the cosmetic is used in the prescribed manner.

### Claims for "Antiseptics"

The department heretofore has had jurisdiction over the labeling of products only in so far as the fact that they must not have false or misleading statements on the labels of food or drugs. Under the new bill cosmetics are also included; the bill is enlarged to insist on the

label telling enough about the product so that the consumer can tell what he is getting and thus purchase such articles intelligently and discriminately.

In the case of antiseptics, the new bill offers this ruling, Section 8, paragraph 1: "If it purports to be or is represented as a *germicide*, bactericide, disinfectant, or *antiseptic* for any use on or within the human or animal body, and its labelling fails to bear a statement of *each such use* and, plainly and conspicuously and in juxtaposition therewith, the method and *duration of application* necessary to kill *all* micro-organisms in the vegetative or other active form with which it comes in contact *when so used*; except that no drug shall be deemed to be misbranded under this paragraph if its label bears a statement that it is a germicide, bactericide, disinfectant or antiseptic for specific kinds of micro-organisms only, and its labeling bears a statement of each purported or represented use, and plainly and conspicuously and in juxtaposition therewith, the conditions, including *duration of application*, under which the drug kills *all* such specific kinds of micro-organisms in the vegetative or other active form with which it comes in contact when so used." (Italics ours.)

In the case of a poisonous dye or any other ingredient that may prove injurious to the health or in any way disfigure a person, Section 10 explains the tolerances for poisonous ingredients in food and cosmetics and the certification of coal tar colors. It says in Section 10:

"(a) If the Secretary finds that the presence of an added poisonous or added deleterious substance in or on food or cosmetics is or may be injurious to health, taking into account other ways in which the consumer or user may partake or of be exposed to the same or other poisonous or deleterious substances, then the Secretary shall by regulations promulgated after notice and hearing prohibit such added substances in or on food or cosmetics, or establish tolerances limiting the amount therein or thereon, to such extent as he may deem necessary to prevent such injury to health.

"(b) The Secretary is hereby authorized to make regulations, after notice and hearing, for the certification of coal tar colors which he finds to be harmless for use in food."

The jurisdiction over colors is considered important to specific types of cosmetics such as lipsticks when the ingredients come into direct contact with the saliva and so are carried to the stomach as definitely as though they were foods.

### Intent to Defraud

In the case of advertising, as in the case of labeling, all statements must be facts of truth and demonstrable as such. This provision materially broadens the scope of the law since, under the old law, only claims appearing on the labels or actually accompanying the goods into the hands of the consumer were covered. Other advertising matter, whether in periodicals, direct mail, radio or other means, was not under the jurisdiction of the bureau which could act only against so-called "label claims." Under the new bill, any advertising claim, whether accompanying the article or not and no matter through what medium it may be circulated may be proceeded against by the Department of Agriculture officials.

Of great importance with reference to misbranding

(and under the new bill this would refer to all advertising) is the fact that the words "and fraudulent" in relation to claims of results and effects which formed a part of the old law have been eliminated. The new misbranding paragraph reads: "A food, drug, or cosmetic shall be deemed to be misbranded:

"(a) If its labeling is *in any particular false*, or by *ambiguity or inference* creates a misleading impression regarding any food, drug, or cosmetic." (Italics ours)

In the old law the characterization of misbranding, where it referred to claims of effects, was "false and fraudulent", thereby compelling the bureau to prove intent to deceive when prosecuting label claims. Nor was there in the old law the clause relative to "ambiguity or inference" which is capable of interpretation in any number of ways. This is a power long sought by the bureau and one which would materially strengthen the act. In the minds of some experts, however, the question of its constitutionality has risen. In case it is enacted, the matter will undoubtedly be brought into the courts for determination. It is one of the most powerful provisions of the new measure and one on which there is bound to be considerable discussion and debate.

### Coming Conventions

National Paper Box Manufacturers Association, Congress hotel, Chicago, July 19 to 21, 1933.

American Cosmeticians Association, Hotel Sherman, Chicago, August 21 to 24, 1933.

American Pharmaceutical Association, Hotel Lorraine, Madison, Wis., August 28 to September 2, 1933.

International Beauty and Barber Supply Dealers Association, Royal York hotel, Toronto, Canada, September 11 to 15, 1933.

Associated Chain Drug Stores, Congress hotel, Chicago, September 14 and 15, 1933.

National Hairdressers and Cosmetologists Association, Edgewater Beach hotel, Chicago, September 17 to 21, 1933.

National Association of Retail Druggists, Hotel Sherman, Chicago, September 18 to 22, 1933.

Federal Wholesale Druggists Association, Hotel Sherman, Chicago, September 25 to 27, 1933.

American Bottlers of Carbonated Beverages, Jefferson County Armory, Louisville, Ky., October 9 to 13, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 26, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

### Decision in "Pine Tree" Case

In a recent controversy over the use of pine tree trade marks, the Commissioner of Patents held that both parties were entitled to the use of the mark—but not on the same type of products. The Pinetrine Co., New York, sought to register the word "Pinetrine" for liniment and soap. It was opposed by the Pine Tree Products Co., Newport, N. H., which claimed earlier use of the mark "Billy B. Van's Pine Tree" on cosmetics, soap and skin ointment. Holding the words "Pine Tree" to be public property and prior use to be entitled to registration, the Commissioner decided the Pinetrine Co. had the right to use the mark for liniment and the Pine Tree Products Co. for soap.

# Recent Products and Packages

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Scherk's New Eau de Cologne

Scherk & Co., New York, has recently introduced into this country an eau de Cologne packaged in an exceptionally well-molded bottle.



The closure is of the screw type, black, and made of molded plastic material. The only decorative effects on the package are the small, white, dignified Scherk label containing the trade name "Mystikum" in black letters, and another oblong label at the base bearing the words "Eau de Cologne."

## Gabilla Line

Gabilla, Inc., New York, which represents Les Parfums de Gabilla, of Paris, in this country, has repackaged the entire Gabilla line and is now offering the well

known perfumes to the American trade in handsome, modern containers. Nicely finished, attractively designed crystal bottles have been chosen for the popular odors "La Vierge Folle" and "Gardenia," as shown in the photograph below. Miniature sizes of the odors are also available, and the containers for these are exact replicas in designs of the larger sizes. The color scheme of the label and carton for "La Vierge Folle" is cream and blue, while for "Gardenia," it is green and white. The powder box shown is of modernistic design.



## Arden Offers Unique Product

Elizabeth Arden, Inc., New York, has chosen an unusually designed tube for its new "Velva Beauty Film," a velvety finish for the legs. The upper section of the



container is light tan, while the lower is gray with encircling lines of tan. The carton, which is open at one end, is finished with a color scheme of salmon and a lighter shade of pink. The purpose of the new product is to act as a covering for blemishes of the skin.

## New Compact by Primrose House

Primrose House, Inc., New York, heralds the approach of the Summer with the presentation of a new compact designed especially for that season. It is a loose powder case, equipped with a rouge compartment, and is finished in attractive cherry enamel. It is similar in size and shape to the vanity put out by the company last year, differing in color and in attachments for operating, and is intended for the younger girl who wants a bit more dash in her Summer compact. It should have a strong appeal to the younger market as a suitable accessory for Summer clothes.

## Yardley Talc

An oblong glass bottle, fitted with the latest type sifter closure with slide attachment, has been selected by Yardley & Co., Ltd., New York, for its popular lavender talc. The new package presents an attractive appearance with the clean whiteness of the powder showing through the clear bottle. The label is cream colored, with a gold border, and the closure is of gold color. The company also has announced a new camomile shampoo and rinse packaged in envelopes which are offered five to a box.







### "Tanabano" Oil

Prince Matchabelli Perfumery, Inc., New York, is placing on the market a new sun oil under the trade name "Tanabano." It is convenient in size for the beach or travel, and the dark blue bottle is handsomely set off by a yellow label on which is the familiar Matchabelli crown as well as the "Tanabano" trade mark. The metal closure is

fashioned into the shape of a gold crown, and is covered with cellulose material and sealed with gold cord. Prince Matchabelli explains that the dark blue bottle was selected in order to contrast with the color of the sand.

### New Houbigant Item

Houbigant Sales Corp., New York, has brought out a special travelling size of its toilet water in three odors, "Quelques Fleurs," "Ideal" and "Bois Dormant." The bottle is modern with a neat gold top and familiar Houbigant label, and the carton is gray. The package is a very handy item for the traveler.



### Molinelle's "Lilac"

The latest creation of Molinelle, of London, represented here by C. W. Davenport, New York and Philadelphia, is a lilac odor packaged in an exquisite square crystal bottle. Intersecting lines, in the center of which is the small Molinelle label of gold, give the bottle a distinctive touch. The handsome outer container is of dark blue imitation suede, with a gilded base.



### Pepsodent's "Junis" Cream

Pepsodent "Junis" facial cream is the third product of the Pepsodent Co., Chicago. It is said to be an all-



purpose cream, and may be used as a cleansing cream, night cream and powder base. It is packaged in both jars and tubes which are being featured in a nation-wide advertising campaign. The jar is white, with a black closure and label. The tube is handsomely done, the lower section being finished in a nice shade of green, and the upper half in black with silver lettering. Cartons for both tube and jar are green with black trimming and labels and silver lettering.

### Luft's New Items

George W. Luft Co., Long Island City, N. Y., recently added three new items to its widely known "Tangee" line. They are a small size face powder in four shades, flesh, rachel, light rachel and white; a rouge refill designed to fit all "Tangee" rouge compact cases, offered only in natural and theatrical shades. The new prod-

ucts are packaged in the familiar "Tangee" style, and, according to officials of the company, have been well received in their short time on the market.

### "Eau de Coty"

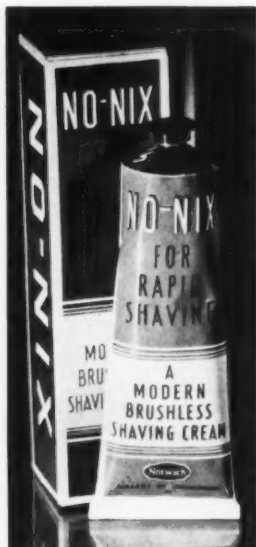
Coty, Inc., New York, is presenting its famous "Eau de Coty, Cordon Vert" in fresh new dress. The bottles, which come in two sizes, are handsomely designed, fluted and capped with a plastic closure of a cool shade of green. The square, gray Coty label appears on the front of the bottle. The contents are sealed by means of a gold cord about the closure. The package has a note of freshness ideally suited for Summer.





### "No-Nix" Shave

Norwich Pharmacal Co., Norwich, N. Y., manufacturer of "Unguentine," has placed a new product on the market, "No-Nix" brushless shaving cream. The cream is packaged in a generous-sized tube, attractively designed in a dark green and white color scheme. The carton also is of the same color combination. A novel circular is enclosed with the cream, in the form of a telegram to the shaver in which the attributes of "No-Nix" shaving cream are conveyed in the terse style of the wire.



### Glazo Nail Polish

Glazo Co., Inc., New York, has redesigned its manicure line, of which the liquid nail polish and polish remover are shown in the accompanying photograph. Cartons and bottles are of



a green and black color combination. An interesting package innovation is a color chart insert arranged so that the six Glazo shades are seen through "windows" on the side of the carton. Still another innovation is the extra-size bottle of polish remover to provide adequate quantity to last

as long as a bottle of polish. Polishes are equipped with a new metal-shaft brush which is said to flatten the bristles, fix them firmly and make application easier.

### Kirk's Soap Flakes

Two new items, "Fancy Dress" soap flakes and "Fancy Dress" family soap, have been placed on the market by Walter R. Kirk, Inc., Chicago. The soap flakes package, which is illustrated at the right, is a large, white carton. In the background of the black lettering are sketches in red depicting people in all walks of life, symbolizing the varied use of the product.



### Pine Bath Salts Held "Perfumed"

The United States Court of Customs and Patent Appeals, in the case of United States vs. I. Magnin & Co., Inc., has held that imported bath salts containing the "natural ingredients of the Black Forest pine needles which impart the odor of pines to the salts" are perfumed bath salts and therefore dutiable at the rate of 75 per cent ad valorem. The merchandise in question was entered at the port of San Francisco and consisted of certain bath salts which were classified by the collector as perfumed bath salts. The Magnin company protested the classification, claiming the salts were not perfumed, and the protest was sustained by the United States Customs Court. On appeal by the Government, the higher court reversed this judgment, citing quotations from scientific authorities which indicated that the salts in question were perfumed.

### N. Y. Druggists Adopt Code

A code of fair practice in the druggist trade, emphasizing the need for preventing, among other acts harmful to the trade, the selling of items at or below cost, misrepresentation in advertising and at point of purchase, sale of substitute and inferior merchandise, price discrimination where its effect is to lessen competition and create monopolies and offering premiums with the sale of pharmaceutical items, was adopted at a meeting in the Pennsylvania hotel, New York, June 6. The meeting was held under the auspices of the New York Pharmaceutical Conference and was called to develop the fair practice code in anticipation of more rigid control of the trade under the new Industry Control Bill. More than 2,500 delegates from pharmaceutical associations in New England, New Jersey and the metropolitan area attended.

### Rules for Minneapolis Beauty Shops

In line with the recommendations of cosmetologists, the Better Business Bureau of Minneapolis has adopted recommendations for beauty shop operators. According to these standards, a woman who gets a permanent wave has a right to expect a shampoo or finger wave without extra charge unless the beauty shop specifies these functions as extras. Other regulations involve advertisement of hair dyes to prevent misunderstanding on the part of patrons; use of fictitious or honorary titles such as "professor" or "doctor," use of testimonials and elimination of derogatory statements against competitors.

### Wisconsin Tax Bill Killed

Without debate or a roll call, the Wisconsin State Senate June 2 killed a sales tax bill imposing taxes on cosmetics, cigarettes and cigaret papers. Unofficial estimates placed the revenue which would be secured from the bill, one of several tax and fee measures intended to produce enough revenue to balance the budget, at \$1,250,000 a year. Remaining are bills for a permanent chain store tax and special fees.

# Flavor Makers Meet in Chicago

*Annual Convention Hears Reports on Important  
Matters and Discusses "Industrial Recovery"  
and "Food and Drugs" Bills*

AS we go to press the annual convention of the Flavoring Extract Manufacturers Association is being held at the Hotel Knickerbocker in Chicago. The nominating committee reported the following slate for election at the final session on the closing day: president, B. H. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.; 1st vice-president, W. F. Meyer, Warner-Jenkinson Co., St. Louis; 2nd vice-president, G. M. Armor, McCormick & Co., Baltimore; 3rd vice-president, C. C. Nowland, Geo. H. Nowland Co., Cincinnati; secretary, E. L. Brendlinger, The Dill Co., Norristown, Pa.; treasurer, F. L. Beggs, Styron-Beggs Co., Newark, O.; additional members of executive committee: George H. Burnett, Boston; D. T. Gunning, Chicago; J. A. Handy, Buffalo; F. S. Rogers, Middletown, N. Y.

The convention was opened on Sunday evening, June 18, with a meeting of the national executive committee, and the convention itself opened at 9:30 next morning with B. H. Smith, president, presiding. Mr. Gunning delivered his report outlining the entertainment features for the convention. This was followed by an address of welcome by Capt. John W. Gorby. Mr. Smith then presented the president's address, which outlined the work of the association during the present year and stressed the importance of the National Recovery Act as an aid to trade association work.

The executive secretary and general counsel, John S. Hall, reported on the legislative situation. Inasmuch as the legislature of practically every state has been in session during the past year, and as many of them have had tax and other matters of importance before them, this report was of unusual interest. It will be published in detail in the minutes of the Association to be distributed later to members of the organization who could not attend it.

The treasurer's report showed the association to be in the usual excellent financial condition. The first session was continued with an address on "Industrial

Recovery Act" by John N. Van Der Vries, divisional manager of the Chamber of Commerce of the United States, who outlined the purposes of the act and its importance to manufacturers. He was followed by Kenneth Barnard, manager of the Chicago Better Business Bureau, who discussed "Racketeer Methods in the Modern Business World". Another address on "Use and Misuse of Flavoring Extracts in the Bakery Industry" was presented by Mrs. Mary Brooke, of the Purity Baking Co., Chicago, and the session closed with a tribute to the late W. M. McCormick, who for many years had been one of the most active members of the F. E. M. A.

The program for the second day included an address by Dr. A. E. Paul, acting chief, Central District, U. S. Department of Agriculture, on "Proposed Revision of Federal Food & Drugs Act of 1906." This was discussed in detail with special reference to the proposed changes in the act, which are outlined in our Washington correspondence this month. An illustrated talk on "California Citrus Fruits" was presented by Dr. C. P. Wilson, of the California Fruit Growers Exchange, Ontario, Calif. Dr. James M. Doran, Commissioner of Industrial Alcohol, outlined the work of his bureau in relation to flavoring extracts during the past year, and complimented the Association on the splendid co-operation which he had secured from its membership during the recent troublesome period.

The subject of "Unemployment Insurance" was discussed by Prof. H. M. Groves, of the University of Wisconsin, Madison, Wis., and the rest of the session was given over to a general discussion of the proposed revision of the Federal Food and Drugs Act led by E. L. Brendlinger, chairman of the legislative committee.

The events of the remainder of the convention will be reported in our next issue.

A most attractive entertainment program for delegates was arranged by the committee headed by D. T. Gunning. On the first day luncheon was held in the



B. H. SMITH  
(President)



GEORGE M. ARMOR  
(Vice-President)



D. T. GUNNING  
(Convention Chairman)



E. L. BRENDLINER  
(Legislative Chairman)

Silver Room of the Knickerbocker hotel and the afternoon was devoted to visits to the "Century of Progress." In the evening an informal dinner dance was held at the Pabst Blue Ribbon Casino at the Fair Grounds of the "Century of Progress" with music by Ben Bernie. The banquet was held on Tuesday evening, following which there was a special floor show and dancing.

Frank Z. Woods, chairman of the sports committee, also arranged for golf and tennis by any of the members interested in these sports.

A more complete report of the proceedings will be published in our next issue.

### Defer Trade Practice Conference

THE Trade Practice Conference of the toilet goods industry with the Federal Trade Commission which had been scheduled for New York City on June 28 has been postponed. The reasons for postponement are explained in the bulletin issued by the Associated Manufacturers of Toilet Articles which reads as follows:

"Trade papers a few weeks ago carried the announcement of the A. M. T. A. outlining the reasons that prompted it to call a Trade Practice Conference. Since the date of that release, the Trade Practice Committee of this association has been busily occupied conferring with the various distributing branches of its industry and has furthermore been in consultation with the board of directors of the Drug Institute.

"On June 14 it held a meeting at the Hotel Biltmore, New York, with twenty leading executives of department stores, chain drug stores, wholesale druggists and independent retail druggists.

At this meeting the A. M. T. A. clearly and frankly explained to those present the aims and purposes of the Association's activities, and to its great pleasure and satisfaction discovered that when these representatives had gotten an accurate picture of the reason for the Association's existence, they were in the main entirely in accord with these undertakings. Each one of the gentlemen present who represented some particular class of retailer or distributor, suggested and invited the Trade Practice Committee of the A. M. T. A. to confer with its own Committee for any assistance that it could give. Among the first with whom a conference will be held will be a special committee of the National Retail Dry Goods Association and the National Council on Trade Relations, a division of the American Arbitration Association organized 'to provide an impartial mechanism for the correction of unfair trade practices between producers and distributors' operating under the provisions of the National Industrial Recovery Act.

"It should be borne in mind that the activities of the A. M. T. A. in trying to formulate a code of ethics to rid the industry of malpractices, not only antedates the policies of our present Federal administration, but the activities of the Drug Institute as well.

"The A. M. T. A., after its many years of work on these subjects, came to the conclusion months ago that the steps which they now propose were in keeping with business ethics and fair practices.

"During the past few weeks the original idea for a Drug Institute has become a matter of fact, and this organization is now actively engaged in a complete sur-

vey of every branch of the drug and cosmetic industry. At a recent meeting of its board of directors, it complimented the A. M. T. A. upon the work it has done, but suggested that inasmuch as the Drug Institute will combine in its membership every branch of the industry, it might be better for the A. M. T. A. to postpone its own appeal to the Government until this major organization has drafted its own code, which would include those matters of importance particularly concerning each individual branch of the industry, and it has furthermore asked the A. M. T. A. to leave with it the code of ethics which has already been drafted.

"Consequently, in view of the cordial reception and interest expressed, as well as the willingness to cooperate on the part of those retailers assembled Wednesday, June 14 at the Trade Practice Committee of the A. M. T. A. as well as the suggestion of the board of directors of the Drug Institute, the A. M. T. A. has decided to ask for a postponement of its hearing with the Federal Trade Commission until September, but will in the meantime work closely with the Drug Institute in the formation of its code, as well as with the retail and wholesale distributors of drugs and cosmetics.

"The association through this means wishes to thank its many friends throughout the entire industry who have helped us with many valuable suggestions."

### Insecticide Makers Meet

THE semi-annual meeting of the National Association of Insecticide and Disinfectant Manufacturers was held at the Edgewater Beach hotel, Chicago, June 5 and 6. A technical program of considerable interest to manufacturers of insecticides and disinfectants was presented, and the attendance was unusually large for the mid-summer meeting.

One of the most important talks was delivered by Hon. S. R. McKelzie, former Governor of Nebraska, who spoke on "The Agricultural Situation", stressing the excellent opportunity that exists among the rural districts for the sale of disinfectants and insecticides for use by the farmer. Mr. McKelzie showed that the recent advance in the price of farm products has amounted in the aggregate to over \$1,000,000,000, and expressed the belief that manufacturers would find a part of this money used for insecticides and disinfectants, the sale of which is rapidly being increased among the agricultural population.

A paper of interest was that on "The Action of Pyrethrum on Insects" which was presented by Dr. Alfred Weed, of John Powell & Co., Inc., New York. Another which held the interest of the members was that on "Glass Packaging" by H. A. Barnby, of Owens-Illinois Glass Co., Toledo, Ohio.

The convention accepted with regret the resignation of Evans E. A. Stone, of Wm. Peterman, Inc., as a director, and in his place elected Dr. Charles H. Peet, of Rohm & Haas Co., Philadelphia, Pa.

An informal banquet in the Lincoln room of the hotel was one feature of entertainment, while the opportunities afforded by the "Century of Progress" Exposition took up the time of the members when not engaged in the active work of the convention.

# "Century of Progress" Opens

*Host of Exhibits and Picturesque and  
Colorful Buildings Setting for  
Many Interesting Displays*

FOLLOWING twelve hours of thrilling dedicatory pageantry and oratory, the Chicago World's Fair, known as "A Century of Progress," was officially opened on the morning of Saturday, May 27. Like all international expositions, the occasion for "A Century of Progress" is primarily historic. It celebrates, pictures, epitomizes and dramatizes the city of Chicago and the rest of the world's progress in science, industry, art, religion and invention since 1833, when Chicago made its start with 250 inhabitants, up to the present era with its 3,500,000 of people. It represents an expenditure of close to \$45,000,000, of which the Century of Progress Corp. spent \$19,500,000 on the buildings and grounds; it cost the exhibitors around \$19,500,000, while the concessionaires spent nearly \$6,000,000 which sounds like a real triumph over the depression.

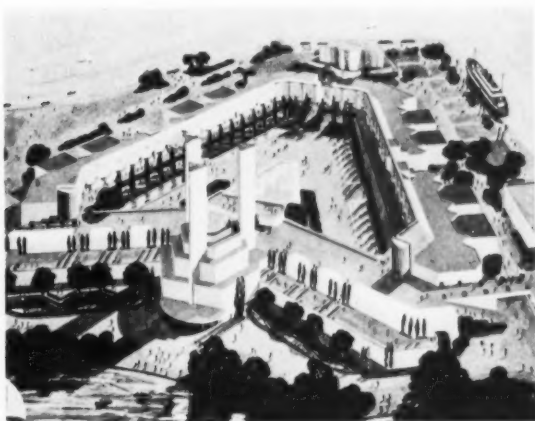
The visitor is immediately astounded and impressed by the ultra-modernistic architecture with its specta-

lar color and lighting effects. Five of the major buildings are unique in the fact that they are windowless, as electrical innovations have proven that steady, controllable electric lighting is more satisfactory for exhibits, just as mechanical ventilation is more comfortable for the visitors.

Instead of viewing row after row of static exhibits, such as fairs of the past have presented, visitors to Chicago's 1933 exposition witness the processes of fabrication of clothing and other materials on machines that have almost human skill. They see how electrical devices are manufactured and how they work. They see steel in the making and learn how foods are frozen for preservation. They learn why drops of water happen to be round; how molecules arrange themselves into crystals; how sound waves are produced and travel through the air; how gas and steam engines work and operate; how the world's raw materials, air, water, minerals, cellulose, rubber, cotton and oil are utilized for man's benefit; these and countless other scientific explanations are made simple and graphic through new style of exhibits.

Motion pictures and dramatization characterize everything about the exposition and mark it as unique among all the world's fairs of the past. There is something to interest every one regardless of age or occupation. Religious relics of priceless value are housed in the beautiful modern Hall of Religion, where many faiths have united to tell the story of the influence of religion on the world's development. Geologists present a time clock which ticks off in seconds the millions of years that have gone towards producing this earth as it is today. They also show an oil well working to demonstrate how oil aids this machine age.

The great building of the State and Federal government pictures the culmination of the ages in a staple





background for the progress of this century. Electricity, the potent force back of modern progress, is represented by beautiful buildings, filled with countless exhibits of latest electrical inventions, neon lighting effects, radio and the newest arts of communications. An interesting feature is the replica of the Golden Pavilion of Jehol, celebrated Chinese Lama temple, which was constructed in China, taken down and shipped here in 28,000 pieces, then reassembled without using a screw, nail or bolt, every piece being tongued and grooved to fit into place. The entire roof is covered with gold leaf. The inside contains priceless Oriental treasures.

The three fluted towers of the Federal building symbolize the three branches of the government, executive, legislative and judicial. Old Fort Dearborn has been reproduced in faithful likeness. Also the home where President Lincoln was born in Hodgeville, Ky., as well as the wigwam in which he was nominated.

The Hall of Science is a three-story building forming a gigantic letter "U" with a large circular court. Twelve towering, huge pylons are lighted with concealed gaseous tubes, producing a marvelous lighting effect. From the carillon tower giant chimes proclaim the time of day.

From London was sent the latest development in locomotives, the world's fastest train, the Royal Scot. Automobile industry provides one of the most absorbing exhibits, where cars are turned out from start to finish before the visitor's eyes. One can witness the making of tires at the rate of one every ten minutes throughout the day. The Transportation Building represents the six epochs in land, air and water transportation in America, including a historic array of wagons, locomotives, steamships, airplanes, from the crude equipment of 100 years ago to the mammoth air conditioned trains and planes of today.

The dairy industry has a building housing exhibits displaying the evolution of dairying methods during 100 years, while the packers present graphically, the processing and developments in the meat industry. The Home Planning Hall shows in detail the newest developments in all phases of home building, with its new pre-fabricated metal and composition materials which will permit mass production at minimum cost. From foreign lands are numerous replicas of entire villages. Belgian Village is one of the most elaborate and picturesque on the Midway. The Streets of Paris is a slice of the French Capital, with its sidewalks cafes, taverns and novelty shops. Italy and Sweden are represented by buildings, and the Indians have an entire village.

The Oriental Village reconstructs the life of Egypt, Turkey, Syria and Arabia, and an African Village does the same for that part of the world. There are also the usual freak shows and fakirs, ballyhoo and magic that always make up a World's Fair. For the children there is Enchanted Island, five acres of wonderland, including every known device to thrill the youngsters, from slides to miniature trains from every nook in the world.

The Hall of Science houses most of the exhibits pertaining to cosmetics, drugs and pharmaceutical products, and included among the hundreds of exhibitors are the following: Merck & Co., Inc., Abbott Laboratories, Dr. C. H. Berry Co., Iodent Chemical Co., Petrolagar, Inc., Franco-American Hygienic Co., Bauer & Black, Dr. Scholl, Fresh, Revelation Tooth Paste Co., Heyden Chemical Works, Boyer International Laboratories, Bris-

tol-Myers Co., Victor Chemical Works, Blocki Perfumery, E. R. Squibb & Sons, Mallinckrodt Chemical Works, E. Burnham Laboratories, House of Rena James, Dees Tooth Paste Co., Republic Chemical Laboratories, Swift & Co., Princess Pat, Ltd., Citrus Fruit Juices, Inc., Ace Sales Co., Colfax Laboratories, Pharma Craft Corp., Owens-Illinois Glass Co., National Oil Products Co., Walgreen Co., Yardley & Co., Ltd., and many others.

Descriptions and pictures of many of these will be published from time to time during the duration of the exposition. A number of important conventions are being held in Chicago during the "Century of Progress" and will permit many of our readers to visit the fair as a part of their business duties.

### Levers Lose Action Involving \$2,000,000

Great surprise was caused in London recently by the reversal of High Court and Court of Appeal decisions in the action which two Norwegian whale oil companies brought against Unilever, Ltd., Lever Bros., and De-No-Fa and eventually carried to the House of Lords, Britain's highest appellate body.

The whale oil concerns, known as the Polaris and the Globus, both of Oslo, appealed against a decision of the Court of Appeal which had affirmed a previous judgment of Justice Branson favorable to the three respondent firms. The point raised was whether the respondents had agreed to take the whole of the whale oil production for the season, 1930-31, of two vessels, floating factories belonging to the Norwegian firms, or whether they agreed to take only the quantity which the two vessels could produce and carry home in their tanks.

After the vessels had discharged part of their production into tankers the respondent firms refused to take delivery, contending that they had not agreed to accept oil transhipped into tankers, but only the oil that the floating factories could themselves carry. The Norwegian companies claimed damages amounting to £447,160 on one footing, or, alternatively £276,500.

Lord Atkin ordered the judgments of Justice Branson and the Court of Appeal to be set aside and judgment entered for the two Norwegian companies, who would have the costs of all the hearings. He said damages would have to be assessed if the parties failed to agree upon a sum.

### Dismisses "Castile" Soap Complaints

Complaints against five soap manufacturing companies in cases concerning the use of the word "Castile" to describe soaps have been dismissed by the Federal Trade Commission. The companies are: Armour & Co., Chicago; Hoyt Brothers, Inc., Newark, N. J.; Globe Soap Co. and The Cincinnati Soap Co., Cincinnati, and Peet Brothers Co., Kansas City, Kans. This action follows the decision of the Circuit Court of Appeals last year in the James S. Kirk & Co. case that reversed a ruling of the Commission which held that companies should cease and desist from using the word "Castile" on soaps made with other fats than olive oil unless the name of the fatty ingredient was clearly stated on the label.



# Drug Institute Is Organized

*Individual Membership Body Formed to Work  
in Line with "Industries Control Act"  
Toilet Goods Group Included*

TO meet the conditions which the drug industry must face under the provisions of the so-called "Industries Control Bill" and to present, if possible, a united front in the solution of problems facing the drug trade, The Drug Institute of America, Inc., has been organized by a group of leaders in the industry. It will operate from quarters at 330 West 42nd Street, New York City, and for the first year its activities will be under the direction of Wheeler Sammons as acting managing director.

The new organization will be an individual membership body embracing individuals from the several branches of the drug trade and any individual engaged in any of the various subdivisions of the drug trade is eligible. It is hoped that the institute will eventually have 60,000 members, forming a body of unusual industrial significance.

## Declaration of Purpose

The aims of the institute as set forth in its "Declaration of Purpose" are as follows:

"The Drug Institute of America, Incorporated, representing all factors entering into professional and commercial pharmacy and allied and associated branches, declares the following statement as representative of the Institute's attitude toward its associates—the public and government:

"It stands for thoroughness and a high standard of integrity in professional pharmacy; for candor, openness, and honesty in the manufacture, purchase, sale, advertising and handling of products within the drug field. In both professional and commercial pharmacy, the Institute recognizes that the ultimate object must be the benefit and well-being of the general public.

## Support to Government

"In commercial pharmacy, in addition to the public interest, the Institute recognizes that all are entitled—as employees, to fair wages and decent working hours; as manufacturing and/or distributing factors, to fair costs and fair profits. The Institute intends to promote in manufacturing, and in wholesale and retail distribution, conditions conducive of commercial ethics in every respect as high as the professional ethics it puts forward for the industry. In all ways and in all its activities the Institute pledges its support to the government and will work for the maintenance of high standards of practice."

Membership in the Institute is divided into principals and employees of the following 12 divisions: 1. Manufacturers of pharmaceutical, drug and chemical products. 2. Manufacturers of trade-marked medicinal products. 3. Manufacturers of toilet articles. 4. Manufacturers of cosmetics. 5. Manufacturers of other products generally distributed through the drug trade. 6. Service wholesalers dealing in products generally handled by drug stores. 7. Mutual and other wholesalers dealing in products generally handled by drug stores. 8. Chain retail drug stores. 9. Independent retail drug stores. 10. Other retail outlets handling products in the drug, toilet or cosmetic fields. 11. Officers and employees of trade associations connected with the drug industry. 12. Deans and members of faculties of colleges of pharmacy and of-

ficers of pharmaceutical associations and members of learned, scientific, public or professional organizations.

It will be evident from the above that the membership of the institute will be extremely comprehensive, taking in virtually everyone with any connection or affiliation with the drug trade and industry. These various classes of membership will all be represented upon the governing body of the institute and will presumably have an equal voice in its affairs.

This governing body will be known as the board of directors, and will consist of 29 members of whom 20 are chosen by the classes of membership, eight at large and one from outside the active membership.

## Board of Directors

The following is a list of those chosen to date to serve for the first year. *Directors-at-large:* S. Bayard Colgate, president, Colgate-Palmolive-Peet Co., Chicago; G. M. Gibbs, president, Peoples Drug Co., Washington; R. W. Johnson, president, Johnson & Johnson, New Brunswick, N. J.; F. C. Michaels, president, McKesson-Langley-Michaels Drug Co., San Francisco; Harry Miller, retail druggist, New Rochelle, N. Y.; Carleton H. Palmer, president, E. R. Squibb & Sons, New York; G. A. Pfeiffer, president, William R. Warner Co. and Richard Hudnut, New York; Carl Weeks, president, Armand Co., Des Moines.

*Divisional Delegates:* George Merck, president Merck & Co., Rahway, N. J.; Charles J. Lynn, vice-president, Eli Lilly & Co., Indianapolis; Dr. William E. Weiss, vice-president and general manager, Drug, Inc., New York;



WHEELER SAMMONS



DR. WM. E. WEISS

A. H. Beardsley, president, Miles Laboratories, Inc., Elkhart, Ind.; J. L. Johnston, president, Lambert Co., St. Louis; Edward Plaut, president, Lehn & Fink, Inc., New York; Northam Warren, president, Northam Warren Corp., New York; Ralph Aronson, vice-president, Bourjois, Inc., New York; Ross Treseder, vice-president, Coca-Cola Co., Atlanta; J. T. Woodside, president, the Western Co., Chicago; A. Kiefer Mayer, vice-president, Kiefer-Stewart Drug Co., Indianapolis; George Doerr, president, McKesson-Minneapolis Drug Co., Minneapolis; Harry Krupp, president, Philadelphia Wholesale Drug Co., Philadelphia; F. T. Roosa, president, Mutual Drug Co., Cleveland; C. R. Walgreen, president, Walgreen Co., Chicago; G. M. Gales, president, Louis K. Liggett Co., New York; Thomas Roach, retail druggist, Oklahoma City; John W. Dargavel, retail druggist, Minneapolis.

#### Weiss Heads Executive Committee

From this group has been chosen an executive committee under the chairmanship of Dr. William E. Weiss. It is composed of the following members: John W. Dargavel, G. M. Gales, Charles J. Lynn, R. W. Johnson, A. Kiefer Mayer, Harry Miller, Carleton Palmer and Edward S. Plaut.

There is also to be selected a council consisting of the board of directors and at least 30 members to be elected with due regard to geographical and type of business diversification.

#### Standing Committees

The Institute will function through ten standing committees of which the most important will be on merchandising trends, channels and statistics. This committee will collect data on prices, production, sales, etc. Other committees will include those on welfare work, census of distribution and manufacturing, pub-

lic health, public relations and legislation, and research and accounting.

It is planned to form a separate organization incorporated for the purpose of collecting and disseminating information of various kinds in which the membership is interested. It is understood that this organization will bear a distinctive name descriptive of its activities and will function independently of the Institute although closely affiliated with it through interlocking control.

#### Trade Reaction to Plan

The response to the plan in its broader aspects in the cosmetic trade has been distinctly favorable despite the fact that information regarding its workings and proposed activities has not been divulged as completely as many believe desirable. Guarded comments in the cosmetic industry secured without the privilege of quotation are to the effect that the entire idea is a splendid one but that the obstacles in the way of its complete or even partial realization are so enormous that they can be overcome only with great difficulty and through the exercise of great executive ability and diplomacy.

There seems to be great confusion in the minds of the trade as to whether Drug Institute will supersede other organizations or attempt to do the work of other trade bodies in the drug field. Directors of the Institute assert that it will co-operate with trade organizations in the industry, but will not in any sense supersede them in solving particular problems. It is pointed out that membership in the Institute is by individuals, that its program is broad and comprehensive, including all branches of the industry and the separate problems of individual branches will not be handled through the institute as a whole, although it will be ready and willing at all times to supplement and support any work attempted for the betterment of the entire trade.

#### Synthetics Association Holds Outing

The Synthetic Organic Chemical Manufacturers Association held its annual outing June 1 to 3 at the Buckwood Inn-Shawnee Country Club, Shawnee-on-Delaware, Pa. A number of the members attended the annual meeting of the Manufacturing Chemists Association which was held at the same place on June 1. A feature of the outing was the annual golf tournament which was won by Elon H. Hooker, of the Hooker Electrochemical Co., with low net score. Kenneth Klipstein, of E. C. Klipstein & Sons, was runner-up. C. C. Concannon, of the Chemical Division, U. S. Department of Commerce, won the kickers' handicap. A dinner on the evening of June 1 and an executive board meeting, at which most of the discussion centered around the Industrial Control Bill, were other important events on the program.

#### L. W. Gillette Refused Registration

The United States Court of Customs and Patent Appeals has upheld the decision of the Patent Office in refusing Lewis W. Gillette registration of his name as a trade mark for shaving cream. The registration was opposed by the Gillette Safety Razor Co. which uses the name for razors, shaving brushes and shaving soaps, and while L. W. Gillette claimed the right to use the name in a distinctive manner, the court held that confusion in the trade would result.

#### Iodent Secures Injunction

The Iodent Chemical Co., Detroit, secured a preliminary injunction from Judge Mortimer W. Byers in the Federal court for the Eastern District of New York recently against the Carlton Laboratories, New York, enjoining the latter from further manufacture of a tooth paste sold under the name "Arrodent." The court held that the Carlton Laboratories was guilty of infringement of the trade mark and tubes and cartons of the Iodent company, which makes "Iodent" tooth paste, because the former used tubes and cartons on which was prominently displayed the numeral "2" on a blue and white color combination and also because of the use of the name "Arrodent." A bond of \$500 was ordered posted by the Carlton company, which is operated by Charles Goldberg, James Feldman and C. Edna Feldman.

#### Guatemala Import Duties Lowered

Import duties on certain cosmetics, perfumes, toiletries, unperfumed medicinal soap and various chemicals have been reduced in Guatemala from one-fifth to one-half of the previous duties, according to a report from Commercial Attaché George C. Peck, Guatemala City. Under the decree new classifications have been assigned to a few articles not previously specified, including perfumed medicinal soaps.

# Industrial Recovery Act Passed

*Provisions Are in Line with President's Wishes  
and Machinery Is Already in Operation  
for Enforcing Act*

WASHINGTON, June 14.—The industrial recovery bill tonight is a law in everything but the President's signature which is being delayed temporarily only that ceremonies marking its signing may be arranged. (It was signed June 16—EDITOR.)

When it actually is signed and thereby becomes the National Industrial Recovery Act, it will mark probably the most sweeping piece of legislation in this momentous session of Congress.

Hugh S. Johnson, who was prominent on the War Industries Board during the World War, already has been selected by the President to administer the act. In many respects, he will be a virtual czar of industry, although acting on the responsibility of the President.

The main features of the bill were anticipated in an article in THE AMERICAN PERFUMER in its last issue; none of the facts described therein was controverted before the bill was passed.

Under the terms of this bill, regulations soon will be issued providing for the self-regulation of industry, with the reserve authority—the "big stick"—to force unwilling members of an industry into any course of action determined upon for the good of the whole. As an example of the direct application of this program it is anticipated that the toilet goods industry probably will be given an opportunity, should the majority of such manufacturers desire, to rearrange the industry in keeping with the new authorizations.

## Force of Regulations

When the regulations become known, and in keeping with whatever rules are promulgated, it will be legal for these manufacturers to draw up an actual trade agreement with sufficient force in it to amount to something. And in the implied authority of the bill is permission for the waiving, in approved instances, of the stipulations of the anti-trust laws.

These agreements may cover production, distribution and all other industrial factors. A primary purpose behind the bill is to provide a means of regulating costs and returns on business in order to make it possible to raise the wages of employees and, it is most earnestly hoped by Senator Robert F. Wagner and other sponsors of the bill, to increase employment.

## Agreements to Be Voluntary

It is obvious that the trade agreements, if they are to accomplish all that is hoped for them, must contain the following elements:

- (1) Means for economy through group purchasing of basic materials.
- (2) Authorization of cooperative distribution.
- (3) Agreements in respect to prices that will get around the old price-fixing bugaboo, but prevent ruinous competition by low-cost producers using dubious methods or paying less than living wages.

In order to maintain the spirit of industrial self-control it is planned that these factors shall be worked out by voluntary agreements, approved by the Government but not dictated by it. In actual practice, however, there is another factor that it is readily conceded involves a certain amount of limited coercion.

That is the stipulation that where the majority of an industry works out an acceptable plan the Government has the authority actually to force the minority members into line. This authority is enforceable through the infliction of rather severe penalties for disregard either of voluntary agreements or enforced joining in such agreements.

It is hoped that through the bill competition of the ruinous sort will not only be checked, but that overproduction frequently found among desperately pressed competitors will be eliminated.

## Provision for Embargoes

There also is another drastic authorization in the bill, which may not be pleasing to many persons and which it is expected will be invoked only as a last resort to handle certain types of cases. Incidentally, this authorization has the possibility of affecting seriously the toilet goods industry in its perfumery, soap and toilet water branches.

That authorization consists of the grant of authority to the President to institute proceedings before the Tariff Commission and to declare limitations on exports or absolute embargoes where imports are found to interfere with the industrial plans and to be injuring directly programs for higher wages and prices.

What use will be made of this authorization has not been indicated by the Chief Executive or his aides; developments in this line will be watched with special interest.

## Association Activities Follow

During consideration of and immediately following the passage of the Industrial Recovery Act, activity among trade associations has been intense. Virtually all of the groups in the cosmetic and toilet preparations industry, as well as those contributing raw materials, supplies, etc., have been studying the provisions of the act and drafting conditions for the government of their particular branches.

## Finished Goods Groups

The executive board of the Associated Manufacturers of Toilet Articles has held several meetings at which the act has been discussed and in addition to the code adopted at the recent annual convention, is working on other features to be included in its statement of trade practices.

The recently organized Perfumery and Cosmetic In-

stitute has almost completed its code which will be presented to the President in the very near future. Provisions of this code are outlined in the article discussing the formation of this Association in this issue.

The annual convention of the Flavoring Extract Manufacturers Association now being held in Chicago is devoting almost its entire time to a discussion of the Industrial Recovery Act and its effect upon the manufacturers of flavors, and will undoubtedly present a code in the near future to govern activities of this body.

American Association of Soap & Glycerine Producers has been extremely active and had representation steadily in Washington during the consideration and since the passage of the measure. It will co-operate actively with government officials in making the new law a success.

### Raw Material Makers

The Synthetic Organic Chemical Manufacturers Association at its recent meeting devoted practically its entire executive session to a consideration of the Industries Control Bill and is preparing to take advantage of provisions of that act.

The Essential Oil Dealers Association has appointed a special committee which is engaged in studying the entire situation with a view to drafting a code to be presented to the President at the proper time.

### Container Groups

The Glass Container Association is making a complete survey of conditions in its industry, especially with reference to hours of labor and wage scales, and will co-operate actively with the administrator of the new law. Officials of this organization are in complete sympathy with the provisions of the act and are doing everything in their power to make it successful as it relates to bottles and other glass containers.

Makers of plastic and metal containers are planning to organize at once to take advantage of the Act's provisions.

National Paper Box Manufacturers Association is also studying the conditions existing in the box industry with a view to the presentation of satisfactory rules for governing this important branch of the trade. Manufacturers of paper boxes, operating through the Association with headquarters in Philadelphia, have appointed a committee which at a meeting in Cleveland, Ohio, will draft a code of practice for this industry. The code in turn will be presented at the annual convention and it is anticipated that it will meet with the approval of the national organization which represents 80% of the producers of paper boxes in the country.

### Two New Associations

Manufacturers of collapsible tubes have organized the Collapsible Tube Manufacturers Association and have elected officers. Every manufacturer of collapsible tubes has joined or signified his intention to join this association. The first convention is being held as we go to press and the entire proceedings are being devoted to consideration of a code which will, it is believed, be entirely satisfactory to both producers and consumers of collapsible tubes. The group is a small one and expects to be the first in the field with a complete program for its members.

Manufacturers of powder puffs have organized the Powder Puff Manufacturers Association to work under the provisions of the new law. A code of practices is now being drafted which it is expected will materially improve labor and sanitary conditions in this important industry.

Manufacturers of labels have held several meetings and are working toward an agreement on trade practices for label manufacturers.

Machinery manufacturers have been studying the situation closely and several meetings have been held by the Packaging Machinery Association with a view to preparing suitable plans.

## Tax Ruling on Sales Companies

A RECENT ruling by the Bureau of Internal Revenue regarding taxation of inter-company sales has aroused considerable interest among manufacturers of toilet articles. The ruling was in the case of a refrigerator company and its manufacturing unit, and it was held that the manufacturing company, when it invoiced refrigerating units to the sales company at cost was selling goods "not in arm's length transaction." Accordingly, the company was held liable for tax at the price charged to its customers by the sales company.

Inasmuch as a large part of the toilet preparations industry is now operating through a medium of sales companies, the ruling caused a considerable amount of concern. Inquiry at the Department of Revenue brought out a statement of the attitude of the Bureau in regard to this matter from a high official of the Department. The query addressed to the Department was whether the new ruling meant that all transactions carried on through the medium of sales companies would be considered as "not arm's length transaction."

The reply is that each individual case must stand upon its own feet. The action of the Bureau of Internal Revenue in each case will be based entirely upon the proof offered by respondents in that particular case. If the respondent is able to give convincing proof to the authorities that its prices are not *fictitious* no tax action will be taken. On the other hand, if the proof is insufficient in the eyes of the Bureau they will assess taxes on what they consider a fair market price. Thus the taxability of inter-company sales depends entirely upon the question of whether such sales are made at a fair market price.

Undoubtedly inter-company sales will be scrutinized very carefully in the instance of houses which have set up sales companies since the enactment of the tax law.

## Make-Up to Match Clothes

The latest beauty vogue in London is to make up according to the color of the gown worn. Eyes and hair have lesser matching values apparently, and the color of the dress now counts before these when a decision has to be made.

A recent demonstration on this theory was most convincing when plaster busts had been made up to tint with purple, green, white, black, the eye-shadow, tone of powder, rouge and lipstick blending in the most individual fashion with the separate colors.



# Canadian Perfumers' Annual Meeting

*J. R. Kennedy Re-Elected President at  
Successful Convention Held at  
Lucerne-in-Quebec*

THE fifth annual convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was held at the Log Chateau, Seignory Club, Lucerne-in-Quebec, on June 6 and 7. Out of 52 active members, 24 were represented, and out of 34 associate members, 16 were represented. In addition, a number of representatives of American companies were in attendance, and also C. H. Welch, manager of the Associated Manufacturers of Toilet Articles, and Peter Powell, of Yardley & Co., Ltd., of London, England.

The Association recognized the excellent administration of J. R. Kennedy, of the United Drug Co., Ltd., by re-electing him president for another term. Other officers chosen for the coming year were G. T. Creighton of W. T. Rawleigh Co. Ltd., vice-president; W. L. Linton of Northrop & Lyman Co. Ltd., treasurer; G. H. Marceau of J. A. Marceau Ltd., secretary; Miss Esther Shapiro of Helena Rubinstein, hon. assistant secretary; and Miss May I. Smith of United Drug Co. Ltd., assistant secretary. Members of the executive board chosen were the officers, ex-officio, and T. Haughland, R. Martineau, Harry Rose, T. A. McGillivray, G. A. Johnson and A. R. Poole.

The committee on legislation will be headed by R. Minty, chairman, with the following members: H. Rose, G. H. Marceau, T. Haughland and Robert Carr. This same committee, but under the chairmanship of G. H. Marceau, will act as the committee on importations and tariff.

The membership committee is composed of the following: T. A. McGillivray, chairman; J. D. Mooney, vice-chairman; J. M. Catto, N. F. Dahl, F. McBrien, C. W. Stephens, A. B. Burns, J. O. Deegan, J. W. Patterson and A. E. Smith. R. W. MacLarty was made chairman of the committee on resolutions and fraternal relations, assisted by A. S. Williams, George G. Kaestner and A. Bellefontaine. The Golf tournament committee is headed by George Ringel with J. O. Deegan and A. B. Burns.

Delegates began to arrive at the Chateau as early as Saturday morning before the convention, and registration was practically completed before the meeting opened. Reports of all the committees were presented at the meeting on Tuesday morning. It was followed by a joint luncheon of all the delegates in the grill

room of the Chateau. While the meeting was in session, the ladies golf tournament was held, and immediately after luncheon the men's handicap round took place while the ladies enjoyed afternoon tea and bridge at the Log Chateau as guests of Mr. and Mrs. W. H. Dalton, managers of the Chateau.

Sixty-five members attended the banquet which took place in the grill room of the Chateau on the first evening. Music by the Chateau orchestra began at 8:30. President Kennedy proposed a toast to the ladies which was responded to by Mrs. R. A. MacBain of the Martha Matilda Harper, Inc., Rochester, N. Y., and also to the American visitors, to which C. S. Welch responded. The entertainment consisted of instrumental music and costume songs supplied by Thorpe and LeBrun of Montreal and was greatly enjoyed. An interesting feature was the fact that June 6 was the birthday of Mrs. Dalton, and the delegates presented her with the same gifts which were presented to the ladies at the dinner, carved figures donated by George Silver Import Co., New York.

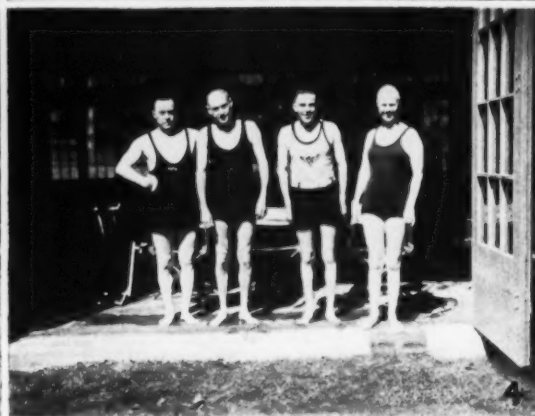
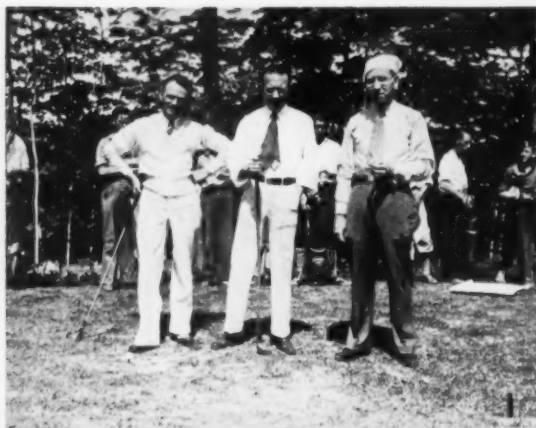
The business session the second day was devoted to discussion of the most important affairs before the Association, among which were the question of the Canadian alcohol tax and sales taxation. During the morning the ladies completed their golf tournament and at the close of the meeting a joint luncheon was served at the Chateau. The men's golf tournament was concluded during the afternoon and the second dinner was held that evening at which 55 were present. A toast to the international guests was proposed by President Kennedy and Peter Powell of Yardley & Co., Ltd., London, responded. Officers of the Association were announced and installed, and the various committees appointed, after which golf prizes were presented by George L. Ringel and J. O. Deegan of the committee. Additional gifts for the ladies were provided in the form of beautiful Parker pencils, given by the association itself. Entertainment was arranged by Mr. Dalton, which consisted of three French singers.

The results of the golf tournament were as follows: Men: low net J. R. Kennedy, 101 — 31 = 70, Fritsche Brothers' annual trophy; low net runner up, Charles S. Welch, 109 — 33 = 76, sterling silver cigarette case donated by Canadian Industrial Alcohol Co. Ltd.; low gross, George Ringel, 97, Fielder Paper Box Co. trophy, a permanent challenge cup on which Mr. Ringel's name will be inscribed, and a golf bag donated by Compagnie Parento Inc.; low gross first nine, George G. Kaestner, 46, gentleman's travelling case donated by Dominion Paper Box Co.; low gross second nine, Fred McBrien, 50, pen and pencil set donated by George Silver Import Co.; highest number of par holes, Peter Powell, 4 pars, cigarette case donated by Bernard Allen Ltd.; lowest number of putts, Charles W. Stephens, 34, silver flask donated by Commercial Alcohol Co., Ltd.; high gross



J. R. KENNEDY





1. Albert Bellefontaine, Harry Rose, Henri Marceau. 2. R. MacBain, Ted Reed, Mrs. Reed, Mrs. MacBain, Mrs. J. R. Kennedy, E. Stange, 3. Mrs. T. Haugland, T. Haugland, J. Mooney, A. E. Smith, A. S. Williams, Robert Farrell, Mrs. J. R. Kennedy. 4. Bob Carr, G. L. Ringel, Lloyd Speck, Mrs. Carr.

score, Ross Crawford, 170, silver flask donated by Commercial Alcohol Co. Ltd. Ladies: Low net, 9 holes, Mrs. Gilmour, 40, toilet set donated by Yardley & Co. Ltd.; 9 holes, Mrs. Bell, 50, toilet set donated by Helena Rubinstein; 9 holes, Mrs. Johnson, 52, toilet set donated by Renaud et Cie of Canada; 9 holes, Mrs. Reed, 63, toilet set donated by Helena Rubinstein; President's prize awarded to Mrs. MacBain for splendid sportsmanship and sociability. Bingles, Bangles, Bungles, Bottles: Aggregate 20 points, W. L. Linton, golf bag donated by Oxzyn Co.; high bingles, Robert Minty, golf balls; high bangles, A. Bellefontaine, golf balls; high bottles, G. A. Lewis, golf balls. All golf balls were donated by F. J. Whitlow & Co. Ltd.

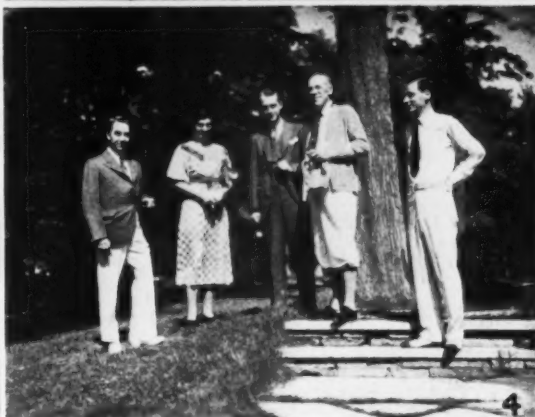
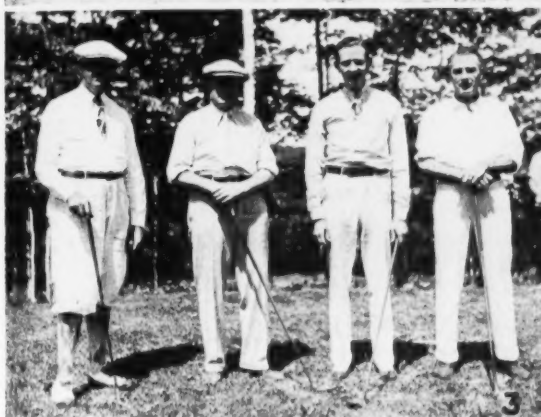
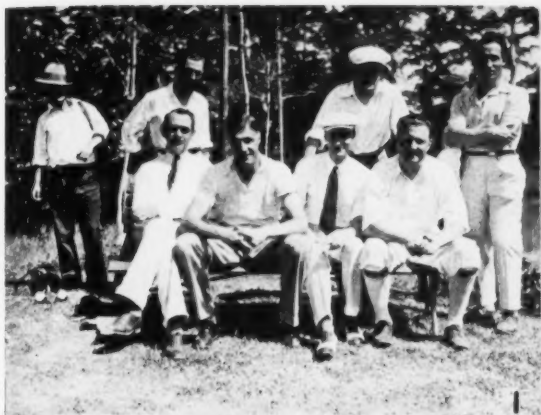
The Association acknowledges with great appreciation the splendid co-operation of its members in supplying souvenirs, gifts and prizes as follows: A. H. Bergmann, Oxzyn Co.; George L. Ringel, Fritzsche Brothers, Inc., F. A. Fielder, Fielder Paper Box Co.; A. Doolittle, Compagnie Parento Inc.; Alvin E. Emith, George Silver Import Co.; Chas. W. Stephens, Dominion Paper Box Co. Ltd.; Thos. A. McGillivray, Yardley & Co., Ltd.; Fred Whitlow, F. J. Whitlow & Co.; George G. Kaestner, Canadian Industrial Alcohol Co.; C. G. Kertland, Commercial Alcohol Co.; T. C. Black, Bernard Allen Ltd.; A.

R. Poole, Pinaud Ltd.; Miss Esther Shapiro, Helena Rubinstein; W. H. Dalton, Log Chateau; Murine Co.; Mr. Axler, 303 Chemical Co.; United Drug Co. Ltd., of Toronto.

One of the most interesting features from the standpoint of the American trade is the fact that the Log Chateau has been engaged by the Association for its meeting a year hence, and resolutions were adopted at the convention urging the Associated Manufacturers of Toilet Articles to meet with the Canadian association at that time. Such a joint meeting in the opinion of the Canadian association and of many in the American industry as well, would do much to cement the extremely cordial relations now existing between the two groups. The A. M. T. A. will seriously consider the possibility of arranging such a meeting and many members hope that it can be accomplished.

Those present at the convention were:

J. D. Mooney, Frederick Stearns & Co., Ltd., Windsor, Ont.; J. R. Ferrell, Morana, Ltd., Toronto, Ont.; Mr. and Mrs. R. A. MacBain, Martha Matilda Harper, Inc., Rochester, N. Y.; Mr. and Mrs. A. Doolittle and 2 daughters, Compagnie Parento, Inc., Croton-on-Hudson, N. Y.; Mr. and Mrs. E. J. Reed, Thayer Perfumers, Ltd., Toronto, Ont.; Chas. W. Stephens, Dominion



1. Seated: C. S. Welch, Alex. Burn, A. E. Smith, E. Stange. Standing: Tom McGillivray, Lloyd Speck, Peter Powell. 2. Seated: Mrs. J. R. Kennedy. Standing: Peter Powell, Mrs. Gerald Johnson, C. S. Welch, Tom McGillivray, R. MacBain, Bob Carr, Alvin E. Smith, Mrs. MacBain. 3. A. R. Poole, Ted Reed, Fred McBrien, Charles Stephens. 4. C. G. Kertland, Mrs. Kennedy, E. C. Barton, Robert Minty, Alvin E. Smith.

Paper Box Co., Toronto, Ont.; Miss Esther Shapiro, Helena Rubinstein, Toronto, Ont.; Alvin E. Smith, George Silver Import Co., New York City; Mr. and Mrs. Robert Minty, Palmers, Ltd., Montreal, P. Q.; G. Kertland, Commercial Alcohol Co., Ltd., Montreal, P. Q.; E. C. Barton, Compagnie Parento of Canada, Toronto, Ont.

W. L. Linton, Northrop & Lyman Co., Ltd., Toronto, Ont.; Miss M. Houston, Toronto, Ont.; L. W. Speck, Fritzsche Brothers of Canada, Ltd., Toronto, Ont.; Geo. L. Ringel, Fritzsche Brothers, Inc., Columbus, O.; J. O. Deegan, Anchor Cap & Closure Corp., Toronto, Ont.; R. R. Crawford, Anchor Cap & Closure Corp., Montreal, P. Q.; R. P. Bell; J. M. Axler, 303 Chemical Co., Toronto, Ont.; Miss H. R. Gilmore; Mr. and Mrs. Thos. Haughland, J. B. Williams Co. of Canada, Montreal, P. Q.; A. S. Williams, Seely Products, Ltd., Windsor, Ont.; Mr. and Mrs. R. Martineau, Canada Drug Co., Montreal, P. Q.

T. A. McGillivray, Yardley & Co., Ltd., of Canada, Toronto, Ont.; A. R. Poole, Pinaud, Ltd., Toronto, Ont.; R. W. McLarty, R. W. McLarty, Ltd., Toronto, Ont.; Geo. A. Lewis, G. A. Lewis, Ltd., Montreal, P. Q.; T. C. Black, Bernard Allen, Ltd., Toronto, Ont.;

G. G. Kaestner, Canadian Industrial Alcohol, Ltd., Montreal, P. Q.; F. C. Breeze, W. J. Bush & Co., Ltd., Montreal, P. Q.; J. M. Catto, Soaps-Perfumes, Ltd., Toronto, Ont.; G. Henri Marceau, J. A. Marceau, Ltd., Montreal, P. Q.; Harry Rose, Rose & Laflamme, Montreal, P. Q.; W. M. Campbell, Stuart Bros., Toronto, Ont.; Mr. and Mrs. A. Bellefontaine, Bellefontaine & Co., Montreal, P. Q.

F. B. McBrien, Melba Co. of Canada, Toronto, Ont.; Alex. B. Burns, Canadian Industrial Alcohol Co., Ltd., Toronto, Ont.; G. T. Creighton, W. T. Rawleigh & Co., Ltd., Montreal, P. Q.; P. P. Powell, Yardley & Co., Ltd., London, England; F. R. McDougall; A. P. Colcomb; C. S. Welch, secretary, Associated Mfgs. of Toilet Articles, New York City; F. A. Rivard, Geo. Lueders & Co., Montreal, P. Q.; Mr. and Mrs. G. A. Johnson, Richard Hudnut, Ltd., Toronto, Ont.; M. Lemmermeyer, Givaudan-Delawanna, Inc., New York City; J. McCoo, Stuart Bros., Montreal, P. Q.; F. G. Jones, Consumers Glass Co., Montreal, P. Q.; C. G. Carmichael, Gordon, Gordon, Ltd., Toronto, Ontario; Mr. and Mrs. Robert Carr, Andrew Jergens, Ltd., Perth, Ont.; Mr. and Mrs. J. R. Kennedy, United Drug Co., Ltd., Toronto, Ont.

## Powder Puff Makers Organize

THE Powder Puff Manufacturers Association, Inc., the first organization of powder puff manufacturers in the United States, was organized recently as a result of several meetings held at the Hotel McAlpin, New York City. The new association came into being partly on account of the desire of leading manufacturers to co-operatively improve the industry and partly from a feeling that such an association should be formed by reason of the imminent passage of the Wagner Industrial Recovery Bill.

The Association was organized under the membership corporation law of New York City and papers were filed by Mock & Blum, who have been appointed counsel for the new group. The original directors named in the certificate of incorporation were Leonard Friedberg of the Furlager Manufacturing Co., Abner Siris of the Columbia Plush and Puff Co., Maurice Levy of the Hygienol Co., Joseph E. Valentine of the Oxzyn Co., and Alan L. Slade of the Baronet-Lorna Co.; and the articles of incorporation were signed by Justice Ingraham of the New York Supreme Court and formally approved at Albany.

The first meeting after the preliminary incorporation was held Wednesday, June 14, at the Hotel McAlpin, and the following manufacturers signed the membership roll: Jeanette Powder Puffs, Inc., Baronet-Lorna Co., Inc., Oxzyn Co., Downypuff Corp., The Western Co., Columbia Plush & Puff Co., Inc., Furlager Mfg. Co., Universal Powder Puff Co., Dora May Co., The Hygienol Co., Inc., A. L. Siegel Co., Inc., Monarch Specialty Mfg. Co., Plaza Powder Puff Co., A'Cadia Powder Puff Co., and F. Tetters & Son.

Election of officers followed, the officers elected being Joseph E. Valentine, Oxzyn Co., president; Joseph Gosin, Downypuff Corp., vice-president; A. L. Siegel, A. L. Siegel Co., Inc., treasurer; and B. Levitt, Jeanette Powder Puffs, Inc., secretary.

Committees have been appointed to draft conditions of minimum wages, maximum hours, sanitary standards for the industry, etc., under the Wagner Industrial Recovery Bill. Further meetings in pursuance of the aims of the Association are to be held in the near future.

It is the belief of the officers and members that the Association has made an excellent start by securing such a representative list of manufacturers as charter members and it is believed that industrial practices and conditions may be materially improved through the work of this new organization.

## Interim Pharmacopoeial Revision

The Committee of Revision of the U. S. Pharmacopoeia has announced an interim revision of the texts and essays for ergot and fluid extract of ergot and revised test under the heading "Lactose". The interim revision will go into effect January 1, 1934.

## Blair Again Heads Proprietary Group

MEMBERS of the Proprietary Association at their largest meeting in New York, May 24, 25 and 26, again elected Frank A. Blair, of the Centaur Co., New York, as president and on a show of hands endorsed the proposal for the formation of the Drug Institute of America, although with the reservation that it should in no sense take the place of or interfere with the operations of the Proprietary Association as such. Almost 400 members of the proprietary trade registered at the meeting, exceeding by nearly half a hundred the largest previous meeting of the organization.

Much of the time of the association was taken up with a discussion and debate on the Drug Institute plan. A. Kiefer Mayer, a director, and Wheeler Sammons, acting managing director of the new organization, were present, and after explaining the organization and aims of the institute attempted to answer specific questions regarding its effect upon the policies of the Proprietary Association. This led to considerable general debate and discussion which was closed by a stirring appeal by Dr. William E. Weiss, vice-president and general manager of Drug, Inc., New York, and chairman of the executive committee of the institute, to the

members to lend their active support to the new undertaking. The show of hands on adherence to the principle of the institute followed.

Discussion of the provisions of the new Food and Drugs Bill now in course of preparation was another feature of the meeting. This discussion was led by Harry B. Thompson, the association's general counsel, who in his report and in response to questions pointed out the particular features of the new measure which were of interest to manufacturers of proprietary remedies. Action on the proposed measure as well as the attitude of the association towards the Drug Institute were by motion referred to the executive committee.

Morning and afternoon sessions and luncheons on each day were scheduled for the meeting which closed with the re-election of Mr. Blair as president and of the entire slate of associates who served with him during the last year.

## National Independent Pharmacists, Inc., Formed

A New York state charter has been granted the National Independent Pharmacists, Inc., of New York City, as a membership corporation without capital stock. The incorporators are: Solomon B. Austin, 470 West End avenue, Marcus Kaye, 359 Fort Washington avenue, Joseph Mishkin, 585 West End avenue, Louis Salzman, 845 Riverside Drive, Raphael Tomshinsky, 241 West 97th street, New York City; and Frank J. Beck, 1664 Popham avenue, the Bronx. Frances Kneitel, 120 Wall street, New York, is attorney for the corporation.



JOSEPH E. VALENTINE



FRANK A. BLAIR

# Perfumery and Cosmetic Institute Formed

THE Perfumery and Cosmetic Institute, Inc. has been organized embracing in its membership a group of important manufacturers of perfumes and toilet preparations not affiliated with the Associated Manufacturers of Toilet Articles. Charles A. Pennock, sales manager of Richard Hudnut, New York, has been elected president of the new organization. Jean Despres, sales manager of Coty, Inc., New York, is vice-president; A. J. Burke, of Helena Rubinstein, Inc., New York, is secretary and treasurer; and Ralph H. Aronson, vice-president of Bourjois, Inc., and Charles W. Darr, of Harriet Hubbard Ayer, Inc., have been named directors.

The purpose of the new institute is to operate under the provisions of the Wagner National Recovery Act. To this end the services of Mark Eisner, of the law firm of Olvany, Eisner & Donnelly, who for many years has done a large amount of legal work in connection with trade associations, has been appointed general counsel. A code of trade practices is being drafted, and as soon as it has been completed will be presented to the President as a code for the cosmetic and perfume industry.

While the code is still in process of formation, we have learned that it will include provisions regarding hours of labor and wages in order to accord with the purposes of the National Recovery Act. No effort will be made to set specific maximum hours or specific minimum wages, but under the code the industry will bind itself to accept wages and hours as prescribed by the President for this particular industry.

The chief section of the code will be devoted to the subject of resale prices, and this section will bind the industry to the establishment of wholesale and retail prices and permit its members to contract with their distributors to maintain such prices. It is pointed out that this is in no sense monopolistic price fixing



C. A. PENNOCK



JEAN DESPRES

since each company under the code will be permitted to choose its own price levels and enforce them by contract.

Another provision of great importance will be one which will compel retail dealers to disclose upon request by a manufacturer of trade marked goods, the name of the wholesaler from whom he secured stocks of merchandise which he may be selling in violation of the code or contractual agreements.

The officers of the association believe that the adoption of these provisions in the code of practices will to a large extent remedy many of the evils from which the distribution of toilet articles has suffered over a long period.

The new body is not to be confused with the recently organized Drug Institute of America. Preliminary plans for its formation and the selection of a name were completed before plans for the organization of Drug Institute had been announced.

## Toiletry Imports Restricted in Greece

The third quarter of Greece's import quota regime which expired on February 4, 1933, was prolonged until May 15 with a further reduction of 10 per cent for all items under quota restrictions during the previous quarter. The admittance of certain products including toilet preparations after February 15 was allowed only if paid for in Greek products. This new ruling affects all countries having no barter agreement with Greece. (*Department of Commerce.*)

## Palestine Soap Factory Diversifies Activities

The Sheman Works, Ltd., at Haifa, Palestine, is endeavoring to improve and diversify its production to meet the demands of the local and adjacent Near East markets. Soap flakes and shaving soaps have been added as new lines, and several better grades of toilet soap are being made. (*Vice-Consul H. Gordon Minnegerode, Jerusalem.*)

## Musk Exports from China Lower

China's musk trade has shown a rather consistent decline since 1929, when shipments aggregated \$2,000 ounces valued at \$760,000. Exports of musk from China during 1932, according to official export returns, amounted to 11,000 ounces worth \$63,600 in contrast with 19,000 ounces valued at \$117,700 in 1931 and 20,600 ounces at \$235,300 in 1930. The United States is an important buyer of China's musk, as are France, Japan and Great Britain. China is the principal world supplier of musk, the fragrant secretion of the musk deer, which is found in the forests of Yunnan, or on the highlands of Tibet, Kokonor and outer Mongolia. The bulk of the musk exported from China is said to originate in Tibet and is bought up by musk dealers at Tatsien-lu, in central Szechwan Province, and there sent to Chunking where it is packed and shipped to Shanghai. The musk is purchased in Shanghai by exporters, the majority of whom are acting under orders from abroad. (*Department of Commerce.*)



# Some Random Merchandising Thoughts

*Not of Staggering Import, Yet Worthy  
of Judicious Consideration,*

*by Leroy Fairman*

THE heated season, which has suddenly leaped upon this vicinity with unmitigated violence, discourages industry and concentration. The inclination is to do nothing at all; in all events to do nothing which requires sustained effort or continuous thought upon one subject. Thus, for once at least, it may be more pleasant for both writer and reader to consider, not too seriously, a few rather disconnected but timely topics and events.

Herewith, to begin, is reproduced a "Mr. and Mrs." cartoon which appeared in the New York *Herald-Tribune* of June 2. The "Literature of Perfumery," as enunciated by Joe, will sound familiar to many an advertiser, and to a very large proportion of the general public. Admitting that Joe's version is somewhat of a parody, it clings closely enough to actualities to make at least one reader feel that he can identify the very advertiser whose copy gave the cartoonist his basic idea.

Whether such kidding in the public prints is good advertising for the individual manufacturer, or the industry as a whole is open to question. It all depends upon the surrounding conditions. The ridicule of many kinds of advertising which appears in *Ballyboo* is certainly poor advertising for advertising, and the most unpleasant feature of the matter is that *Ballyboo's* extravagant mockeries are received with approbation as well as laughter. A disturbingly large number of people feel that they are a truthful interpretation and evaluation of present day advertising.

Aside from the activities of *Ballyboo* and other frankly jocose publications, a number of different sorts of advertising are now offered to the public as food for innocent merriment. The youth who, smarting under the snubs and sneers of his more accomplished and rudite acquaintances, simply paralyzes them with amazement by nonchalantly sitting down at the piano and

rattling off a complicated nocturne in a manner which would draw applause from Paderewski; and the lad who was known to speak only English, and blamed

little at that, but who nevertheless gives the dinner order in French which even the waiter can understand, have been parodied and jibed at most unmercifully by paragraphers, story writers and stage comedians.

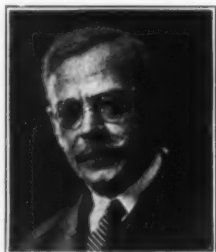
In this particular instance, it may not matter so much, as the class of customer who expects to learn piano playing or French in a few easy lessons by mail will not be disturbed or dissuaded by hearing or seeing these travesties on the advertising which arouses these fond expectations.

But the perfumery and cosmetics industry is something else. For a considerable period a perfect rash of preposterous, almost unintelligible, advertising of these products has broken out in our magazines and newspapers. Because it was supposed to be smart, and sophisticated, it has been received by the public with dumbly passive approval, and has undoubtedly sold a lot of merchandise. Common sense might have sold more, but how are you going to prove it?

To me it seems strange that more parodies, paragraphers, columnists and comedians have not seized upon this kind of toiletry copy as a rich and meaty source for their mordant wit and cutting satire. Perhaps they, too, have been a trifle awed and confused by the intense dignity and solemnity with which it has been presented, and have felt that perhaps there was some meaning to it which they were too dull to comprehend. When they fully realize its hollowness they will probably jump on it with howls of glee—which, by the way, will be "all right by me."

I find we are not quite through with the "Mr. and Mrs." cartoon. There is something else of interest in it.

In 1709, if the encyclopedias are correct, one Jean



## Mr. and Mrs.—

## The Literature of Perfumery



© 1933. New York Tribune, Inc. Courtesy, New York Herald-Tribune.



Farina began to engage extensively in the manufacture and sale of alcohol made odorous by the admixture of aromatic oils. He called his product cologne, after the city in which he lived and labored. Cologne, slowly but surely, as introduced all over the world, and for 150 years or more was known and celebrated wherever women sought means of adornment and ways to accentuate their charms.

When I was a small boy, in a small town, the management of the H. & G. Hotchkiss General Store received annually a packet of pink cards, made of a porous type of paper, and richly impregnated with Hoyt's German Cologne. As none of the ladies of our pious village was addicted to the use of such devilish artifices as perfumes or cosmetics, the delightfully odoriferous advertising cards were distributed among the boys who hung around the store. This was my first introduction to artificial fragrances or other aids to feminine allure. A little later, young ladies who had been to larger centers of population to put the finishing touches on their education, brought back, it was whispered, bottles of cologne, and used it on Sundays and prayer meeting nights. One of them, I remember, referred to it as eau de cologne, an affectation which aroused derisive snickers throughout the town.

In recent days, I can remember but two colognes which have been advertised, or which have otherwise made much of a public stir. Both of these originated in Cologne. I believe there have also been French and Italian "cognes" which have received a little publicity. By and large, cologne is a word infrequently encountered.

Just as these reminiscences date me, so does the use of the world cologne in the "Mr. and Mrs." cartoon date the cartoonist. It is doubtful if he has seen the word more than twenty times in twenty years, whereas perfumery advertisements must pass before his eyes nearly every day. The inspiration for his cartoon came from a perfumery advertisement, and he is obviously well acquainted with the strange terminology of a prevalent style of perfume advertising. Yet when he came to filling in the "balloons" of his cartoon, the world cologne slipped easily and naturally from his pen.

This is an excellent illustration of the amazing vitality of a word; the pertinacity with which a name clings to life long after its general use, or usefulness, has so diminished as to make it seem well on the way to oblivion.

What gives a name, or descriptive term, this remarkable vitality. Time and repetition. Precedence over other words which have a similar significance

is also a factor which possesses great importance.

A few years ago I was for a time a resident of a place where there were quite a number of guests, most of whom were women. A phonograph was the only musical instrument available, and it was called a "Victrola" by all who used it. As a matter of fact it was a "Sonora," but it did no good to call attention to that fact; a "Victrola" it was called, and a "Victrola" it remained. Similarly, numberless people call all iceless refrigerators "Frigidaire," and no amount of correction can shake their conviction that "Frigidaire" is a generic term. Which is tough for competitors, and not an unmixed blessing for anybody.

A good many manufacturers place new products on the market, and give them names which, they feel quite sure, will catch the fancy of the public and help greatly in popularizing the products. A year or so later, they observe with surprise and pain that the names which they sent forth with such pride and confidence are known to very few people. Instead of sweeping the goods onward like a prairie fire in a high wind they seem to have fallen dead before they fairly started. Jean Farina doubtless had his moments of despair because his cologne seemed to be a perfect flop, but see what happened in due course of time. Nothing but time and repetition can lodge a word or a term securely and indelibly in the public mind. True, the expenditure of a large sum of money can buy so immense a volume

of repetitions as to greatly shorten the time which would otherwise be necessary, but not all of us have a tremendous amount of money to spend.

Even a great volume of repetitions does not provide a sure foundation for fame and fortune. The other fellow may come along with even more repetitions, and dislodge you. No business can be permanently profitable without good will, and that essential commodity cannot be bought, even by the most lavish use of money.

Our American business pioneers had a different set of ideals from those which prevail today. Their concern was to build up, slowly and soundly, a business edifice which should endure "to the last syllable of unrecorded time." The present ideal is a structure which shall dominate the field in a year or so, and within five years provide the wherewithal for five homes, a whole fleet of motor cars, and a yacht. Both ideals have their points, and I have no wish to go on record as approving either without qualifications. But I do not believe that an enduring business can be built without the element of time, now so impatiently waved aside by most American manufacturers.

Another matter of current in-

Lord & Taylor introduces  
Corday's new scent  
"La Promesse"

1/4 oz. 1.25	1 oz. 6.00
1/2 oz. 3.50	2 oz. 12.00

(Suggested)

You know what to expect of Corday—of "Toujours Moi" fame. Well, we promise you La Promesse is something just as distinctive. But, in sympathy with the latest trend of fashion, it's so delicate, so naive, so utterly innocent as to be positively poignant.

**STREET FLOOR**

HOW STORES FEATURE PERFUMES

terest is the appearance of a considerable and constantly increasing number of advertisements similar to the Lord & Taylor announcement of a Corday perfume, also reproduced here. Within the last two months a flock of advertisements of this kind, devoted to a number of brands of perfumes and cosmetics, have made their appearance.

This kind of advertising is not new. Manufacturers in several different lines have flirted and experimented with it now and again. Department stores buy advertising space in newspapers by the square acre, and enjoy rates which are only a fraction of those which the national advertiser has to pay. They may, if they choose to do so, run in their own space advertisements for branded merchandise, and give the manufacturer the benefit of their low rates.

This is hard luck for the advertising agents, as they get no commissions on this kind of advertising. They offer many arguments against it, some of which are rather feeble. Everybody knows that the department store advertisements are seen and read by more women than any other advertising a newspaper carries, and it is a fact that a great number of women turn directly to the pages where this advertising appears, and pay scant attention to anything else. For this reason manufacturers of goods appealing exclusively to women—especially apparel and allied products—endeavor to have their advertisements inserted on the same pages with the department store copy, or on adjoining pages. For this reason, it would seem that space actually within the borders of a department store advertisement, or under or over a department store logotype, should receive more attention, and secure a far higher readership percentage, than would be the case if it appeared separately in another part of the paper.

There are two sides to this matter, as to most others. I have heard manufacturers say, in discussing it, that they felt it a loss of dignity to have their copy appear as a part of department store advertising. Others say that most department store advertising is of the bargain-shrieking variety, and that they don't wish their products to be so considered. Others feel that, if their goods appear over a department store's logotype, the public may feel that they are sold by that store exclusively, and that such an impression would be most unfortunate. Just how the manufacturers now using this kind of advertising would answer these objections, I am not at the present time able to state. Perhaps one of them will bob up and volunteer the information.

### Hair Dye for Living Hair

Henna, reng (type of henna), walnut leaves, chamomile flowers, pyrogalllic acid, sumac and catechu are well-known agents for dyeing living hair and are used either alone or in mixtures. (See Trutwin, *Handbuch der Kosmetischen Chemie*, 1924, pages 527 and 528). These mixtures were successfully used for the production of all natural shades of hair, ranging from deep black to light blond, on living hair, but the unfortunate part was that the color produced was not uniform in shade. Each shade, which was obtained on the same hair by using like mixtures of the aforementioned constituents, was generally different from the next, and so no two dyeing processes gave the same results on the same hair

with the same composition. Not only were the shades different, but sometimes there would be a reddish under-shade which was particularly troublesome and unsightly. These difficulties are brought about particularly by the fact that the dyeing properties of henna and reng are subjected to change during the long transportation and storage in damp places before they are actually used. Furthermore, it was found to be a very bothersome operation in dyeing hair with henna mixtures.

It is the purpose of the present invention to avoid these difficulties and to render available a hair dye, which may be used to dye living hair quickly and by a very simple process to any desirable color which is always absolutely uniform in shade. Furthermore, the use of the new hair dye is so simple that anyone can successfully use it for dyeing the hair to a desired shade, provided the proper mixture is used.

The invention consists principally in adding onion skins to the pasty mixture which contains a soap solution and a pulverized mixture of henna, reng, walnut leaves, Roman chamomile, pyrogalllic acid, sumac and catechu. The addition of the onion skins makes it possible to obtain uniform shades with the dye, even though the henna and the reng may have been affected adversely by the long transportation and storage in damp places. Furthermore the dyeing process is accelerated and the shades obtained resemble the natural color of the hair more closely than heretofore. Then again the shade obtained is resistant to the action of sunlight and the oxygen of the air, so that the usual phenomenon, observed with other hair dyes, of the hair becoming reddish within a short time does not occur.

The action of these hair dyes, when used along with copper chloride, is particularly advantageous. However, copper chloride has been forbidden by law in certain countries for use as a hair dye.

Examples. (1). One part by weight of henna, 3/10ths part by weight of reng, 3/10ths part by weight of sumac, 3/10ths part by weight of walnut leaves and 3/10ths part by weight of catechu are mixed together in the powdered form. (2). One part by weight of henna, 0.5 part by weight of Roman chamomile and 2/10ths part by weight of onion skins are mixed together in pulverized form.

Each of these mixtures is ground and used as required. Four parts of mixture (1) give a deep black; three parts of mixture (1) mixed with one part of mixture (2) give a brown; two parts of mixture (1) and two parts of mixture (2) give a dark blond shade; and one part of mixture (1) mixed with three parts of mixture (2) give a blond shade to the hair.

Any shade naturally found on living hair can be reproduced by varying the composition of these mixtures. Onion skins are understood to be the outer, dried, yellow to brown skin over the onion.

A little pyrogalllic acid, for example 1/1000th part by weight, is added to each mixture shortly before it is used. The mixture is then stirred into a paste with boiling hot soap water, heated for approximately five seconds and applied to the grayed hair or the like in the hot state. According to the condition of the hair, the mixture is washed off with soap and water within about ten to twenty minutes after application. The desired shade is thus obtained.—Hans Geier, Munich, Germany. German Patent No. 556,338, filed July 12, 1929.

# Competition by the Department Store

*What has Happened in Private Label Merchandise  
During the Period of Depression*

by Grace R. Alker

**W**HAT has happened to the "Department Store Lines" of cosmetics and toiletries during the last two or three years? Have they served the purpose for which the stores launched them? Have they met with consumer acceptance in a large way? Are the stores satisfied with the position which their own sponsored lines occupy?

With a series of questions such as these and many others as well, I have surveyed the department store field during the last few weeks and have reached a number of conclusions which may be of interest to the manufacturers of advertised brands of toiletries.

Chief among these conclusions is the fact that it takes too much time and energy for a department store to strive to compete with leading lines today. No department store can truthfully admit that it hopes or expects ever to compete successfully with such established lines as Elizabeth Arden, Dorothy Gray, Helena Rubinstein, and other leaders in the field. They are aware that such a notion is preposterous; they may not yet know that all their competitive efforts are confined to their own ranks.

## Are They Competitive?

Next to this conclusion, a number of other less important but equally interesting points came to my attention. Briefly stated they are:

- (1) Department store lines are regarded as commodities that must be profitable to be carried along, not merely as advertising loss leaders.
- (2) A line which aims to compete with leading manufacturers has to be carefully nurtured as to publicity and merchandising.
- (3) Merchandising such a line competitively defeats the whole aim of the line.
- (4) Lines introduced just before the depression have in general not survived.
- (5) The majority of lines have been introduced recently as a new source of income.
- (6) The lines in general are packaged without much individuality and seem to the consumer to be monotonously similar.

## Advantages of Store Lines

The advantages enjoyed by the department store lines may be summarized as follows:

- (1) The department store line is always in close contact through the sales manager with the merchandising policy of the store.
- (2) It enjoys a decided advantage in the store's own advertising.
- (3) It is designed to meet the needs of a particular clientele with which its sponsor is familiar.
- (4) The manager and the department have a greater stimulus for creating a line of quality and distinction

and not merely an item which will be profitable to the store. Advantage has not always been taken of this last fact where the manager is merely the store buyer and in this capacity must deal with all lines on a more or less even basis.

In reaching these conclusions, I covered the leading store lines and doubtless manufacturers will be interested in the following brief account of their history and present status. His conclusions from these facts may not coincide with mine in all respects, an additional reason for citing the factual as well as the theoretical results of the survey.

## Description of Several Lines

The oldest and largest department store line in the New York area can be found at John Wanamaker & Co. The Wanamaker store has been manufacturing cosmetics and perfumes in its New York and Philadelphia laboratories for at least twenty-five years, and although this store carries a full line of every leading cosmetic manufacturer, as well as imported products, its own brand is one of the distinctive features. People who shop at Wanamaker's for cosmetics, in nine cases out of ten, the store reports, come especially for the Wanamaker products.

The line is not cheap either in quality or price, and for the most part, prices run according to quantity. For example, powder can be bought from 50 cents to \$3, depending on the size of the box. From time to time, different items are merchandised competitively, that is, "specially" priced. The store has a full treatment line, hand lotions, wave set, bath salts, and powder, sachets, toilet water, and a large assortment of perfumes in every conceivable quantity and kind of bottle or flacon, either domestic or imported, to suit every woman's fancy.

The packaging of the Wanamaker products does not conform to the latest trends. With the exception of using transparent cellulose, the packages are of the old school, having a rather classical turn that is charming and conservative, and carries with them a Wanamaker tradition and personality. Creams are put up in opaque jars with metal caps and wrapped in transparent cellulose; the bottles are cylindrical with round crystal stoppers tied with ribbon. A lemon cream comes in a yellow-wrapped jar and has a gold label with lemon motifs—it makes your mouth water. Traveling kits come in pastels. The perfumes are in bottles that are tantalizing; several different style bottles are used, but contrary to what one would think, or what has been said recently about packaging, this does not give them a heterogeneous appearance. In fact, the whole line strikes a more feminine, formal note, subtly glamorous and leisurely, not a creation for "beauty and usefulness" or the product of an efficient machine that sells by the carload!

The Wanamaker laboratory is located on the top floor



of the North building, and is not as large as you would expect, for the items are not manufactured in great bulk, but are made up from day to day as the stock needs replenishing; therefore, it is a hand-made product. The specialty of the house is an odor called "Melisande". Others are of the standard floral type such as, lily-of-the-valley, jasmin, violet, geranium, gardenia, sweet pea, and "Galatia" (a bouquet), rather than some pot-pourri designated by a number imitative of the foreign manufacturers, for example "Chanel No. 5." This laboratory will oblige a fussy customer by wrapping the purchase to order, or a fancy flacon can be selected and filled with perfume. As they have no "powder blending salon" in the store, the stock shades can be lightened or darkened to suit the customer's wishes.

The line was formerly called "Wanna" and "Wahna"; now it is plain "John Wanamaker Laboratories"—which is a commendatory step towards presenting a line which is American and does not emulate the French. Having seen the ingredients that make up these products, I feel I can say with confidence that here is a line of good quality at reasonable prices, and with twenty-five years of laboratory experience, backed by the Wanamaker reputation, such a line should be and is popular with its many patrons.

Next in chronological order is L. Bamberger & Co., of Newark, N. J., with its two lines "Bamberger" and "Chantrey". The latter is a full treatment line for face, hands, and hair, as well as the requisites for make-up which include a face powder at four prices. "Chantrey" products are never put on sale; they are kept at one price, and never cheapened in any way. With this line, Bamberger aims to meet the leading manufacturers of today, hence, it is presented, packaged and merchandised with attention to distinction and class. The "Bamberger" line of cosmetics and drugs is less expensive and is analogous to the R. H. Macy products. Both are competitive merchandise. Since Macy has acquired Bamberger's, "Chantrey" is sold by Macy, and these three lines are manufactured at their Long Island City laboratories.

The following department stores are grouped together as those which have a cosmetic line manufactured for them, at present, the oldest among them being Lord & Taylor, with its four-year-old line called "Lortay". "Lortay" is a full treatment line, with additional items such as bath salts, soap, talc and nail-polish. It has a dignified presentation and is not merchandised competitively. "Marian Hale" is the name of the James McCreery line, and comprises the full treatment, requisites for make-up, soap, nail-polish, perfumes, and such drug products as alcohol, mouth wash, and witch hazel. Three additional items called "McCreery" are a cold cream, a cleansing cream, and a turtle oil cream; these creams, the drugs, and a giant size "Marian Hale" cold cream are run as specials. "Gimbel" of Gimbel Brothers is a dollar-bracket line and includes everything but face powder. Kresge Department Store of Newark has a full treatment, non-competitive line called "Merlay".

Of the lines that have been discontinued or are not being pushed are: B. Altman's "Alsam"—Altman's soap, cleaning tissues and witch hazel are the only articles now bearing the store name; Franklin-Simon's "Telisee"; and Stern Brothers' "Pamela"—now only a theatrical cold cream and a turtle oil cream under the Stern name are featured.



# Editorials

## The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII No. 4

June, 1933

### Cosmetics and the Drug Act

WITH the presentation of the finished draft of the new Federal Food and Drugs Act, the industries affected have an opportunity of examining the work of Mr. Tugwell and his assistants, and of evaluating their attitude toward the regulation of food and drugs and cosmetics. A very complete outline, accompanied by liberal quotations from the new bill, appears elsewhere in this issue. Ample opportunity for trade examination and discussion is afforded by the fact that the bill will not be taken up until the next session of Congress meeting in January, 1934.

The chief features are: (1) the proposal that all advertising, be placed under the supervision of the Bureau, regardless of whether it accompanies the product or is disseminated through publications, direct mail, radio or other means, and not merely claims accompanying the product such as those on labels and leaflets as in the Act of 1906; (2) the inclusion of cosmetics in the measure; (3) the provision giving the Secretary of Agriculture authority to supplement standards as fixed in the United States Pharmacopoeia and the National Formulary and to prescribe standards for materials not mentioned in these works; and (4) *most important*, the removal of provisions requiring proof of intent to deceive in the matter of false claims, thus invoking penalties, when the claims themselves are false in any particular or "*by ambiguity or inference create a misleading impression.*"

It is very doubtful that more law is needed on many of the points covered by the present Food and Drugs Act. Most of the difficulties which have arisen have been due *not* to defects in the law *but to its faulty administration*. The bureau under its recent personnel has been far too vigorous in certain of its actions, notably in the matter of multiple seizures of products not dangerous to

health. It has been lamentably lax in other cases, notably its agreement with manufacturers of "adulterated" ether, which for long periods permitted them to go along unmolested with a product indubitably dangerous to health and life. Possibly a little more intelligence and a little more independence on the part of those charged with the enforcement of the present law would have obviated the new bill.

Regardless of this, it is highly probable that a new Food and Drugs Act will be passed early in 1934, and that it will be a much more stringent and rigorous measure than the one under which we have been operating for many years. Nor can all the blame be placed upon the bureau and its shortcomings. Some manufacturers must bear a goodly share of it for their skirts are by no means clean of violations and evasions of the present act.

Readers of this journal are more concerned with the cosmetic features of the new bill than with the food and drug paragraphs. The very fact that cosmetics are included in the measure at all is something with which every manufacturer is vitally concerned. Manufacturers as represented by the Associated Manufacturers of Toilet Articles and members of the new Perfumery and Cosmetic Institute have consistently opposed bills designed to regulate toilet preparations and cosmetics. They have based their arguments principally upon the contention that no regulation is needed for the protection of the public. We are advised that the A.M.T.A. will co-operate in every possible way with the officials of the Department of Agriculture to perfect the cosmetic features of the new bill and to work out a measure which will afford complete protection to the public and at the same time be least burdensome to the industry.

It seems in the instance of the present bill that *such an attitude is eminently correct* and that a *position of utter opposition to all regulation would in any event be ineffectual*. With public opinion aroused by recent articles and books on the subject, with manufacturers themselves bitterly complaining about the advertising methods of some of their competitors, with a greater and more active Association striving to correct conditions which have brought the industry to an unprofitable, if not actually dangerous position, it would seem that *carefully thought out and conscientiously applied regulation of advertising claims* is indicated. Such legislation is in line with modern industrial trend, with modern economic thought, and with modern conceptions of business ethics. Consistency is a virtue, but stubbornness in an attitude that goes against the trend toward indus-

## OUR ADVERTISERS

ART TUBE COMPANY  
Irvington, N. J.

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: Just a word to let you know that we appreciate the excellent cooperation given us by your staff.

We feel that our advertising has been an important factor in increasing our sales regularly and consistently during the past few years.

Confidently looking forward to an ever-growing mutually beneficial relationship, we remain

Cordially yours,

ART TUBE COMPANY,  
FRED RENTSCHLER, *President*.

trial and public improvement is difficult to defend.

There are many features of the proposed new Food and Drugs Act which the cosmetic industry cannot endorse. Representatives of the industry will undoubtedly work for the elimination of some of them. Possibly features have been omitted which should be added. There is still ample time for a careful consideration of these features and for proposing such changes and amendments as may seem necessary. The attitude of members of the toilet preparations industry toward regulation need not be based upon the present bill which in many respects is undoubtedly faulty. Industrial betterment through any reasonable means is something which the industry and its representatives have been earnestly seeking during recent months. *With officials of the Department and members of the industry working together, it seems certain that a satisfactory regulatory measure can be drafted which will assist the A.M.T.A. and other representatives of the industry to bring about exactly the condition which they have been ardently seeking.*

### Industrial Control

THE debates in Congress preceding the passage of the Wagner "Industries Control" bill disclose opposition from the quarters where it was expected and against the provisions where it was expected to develop. The fight centered chiefly on the labor provisions and on the licensing system with Senators from large industrial states, perhaps influenced by the huge enterprises centered there, desirous of maintaining the "open shop" principle and also of avoiding a grant of power to the President to enforce the measure by giving, in his discretion, licenses to plants engaged in interstate commerce.

Another feature of the new law, and perhaps the one which to the greatest extent enlists the support of organized industry, is that relaxing the provisions of the anti-trust law during the dura-

tion of the "emergency". It is possible that this provision will permit agreements on price fixing, organizing for the elimination of wasteful competition, and many other things not legal at the present time. That the toilet preparations industry is fully cognizant of the possibilities under this section is evidenced by the organization of new secondary trade associations in several fields.

In general, manufacturers of toilet articles are not greatly concerned over the labor provision. They are, however, deeply interested in the licensing provision. Trade sentiment on the bill seemed a bit bewildered over these latter provisions, with a few favoring them, a few opposed and many obviously not understanding their purport. It is the contention of the administration on this point that without the license, or a similar provision, enforcement of the control features of the bill would be impossible, and the measure would be largely an empty gesture without significance as an influence upon the improvement of business and the regulation of competition. *It is probably not the intention of the administration to invoke all of the powers which are granted under the new measure.* The President feels, however, that the powers should be available to him in order that the real purpose of the bill, which is to co-relate production and consumption and provide for the re-employment of those unfortunates who are out of work, may be accomplished.

As far as the toilet goods industry is concerned, chief interest at the moment is and should be centered on the provisions of the act which permit an industry to adopt a code and secure for it the approval of the Federal Government which will then undertake to enforce it. In case the industry does not adopt such a code the President may prescribe one. In case the code which the industry adopts is unsatisfactory, the President may amend it!

Neither of the two latter alternatives probably need be feared by manufacturers of toilet preparations. A code will undoubtedly be the outcome of the work now being done by the A. M. T. A. and the Perfumery and Cosmetics Institute. The fact that there may be debate over its provisions or that it may not be unanimously approved by all producers makes little difference under the provisions of the new law. If a code is adopted and is found satisfactory by the government, the Administration will assist the industry in making it workable. *Regardless of the attitude of recalcitrant individuals, such a code may be submitted to the proper authorities set up under the new bill, and if it is found adequate, they will co-operate with industry in making it effective.*

In this connection it may be well to point out that limited codes of sales practices such as are now in effect in many industries will hardly be sufficient under the new law. Such rules may form a part of a general industrial code. The latter, in order to accord with the spirit of the industry control measure, must be broader and must include the matter of wages, hours of labor and other main features of the new law. All of

this might well bulk large in trade association work during the next few weeks in order that industry may take prompt advantage of the provisions of the new law.

The question most frequently asked in relation to the new law is one which is, unfortunately, impossible to answer. *Industry wants to know "Will the law work?"* The President himself has frankly admitted that it is an experiment to be abandoned if it is found unsatisfactory. *As a purposeful attempt to approximate production to consumption and to provide means for the re-employment of unfortunate millions, it should have universal support if properly planned and intelligently administered.*

### The Drug Institute

WITH the general aims and purposes of the Drug Institute of America, as outlined in its statement of purposes, everyone is in hearty accord. It seems obvious that *membership* in the Institute by individuals connected with the toilet preparations industry *should be promoted*, and that the representation of this industry on the association's roster should be as large as is possible.

Distribution of toilet preparations is, of course, by no means only a drug store proposition. A large and growing percentage of the products of the industry are sold through department stores, beauty shops, chain stores and other channels. If shaving preparations and dentifrices are excepted, by far the greater percentage of the industry's production reaches the public without passing through drug channels at all.

The cosmetic and toilet preparations industry has long considered itself a separate entity and has fought to disassociate itself to a considerable degree from the group generally known as the "drug trade". *Members of the industry do not think that cosmetics are drugs or that they partake of the nature of drug store products except casually.* In this they have, to some extent, the support of even the Department of Agriculture which, while it includes cosmetics in its proposed new bill, does not confuse them with drugs nor bring them under the same sort of control.

The toilet preparations industry has as a whole nothing but the friendliest feeling toward the newly organized Drug Institute, but it believes that *it would be advisable for those who control the destinies of this new body to crystallize their own ideas as to the purposes of the Institute and to state quite definitely and positively what it will attempt to do for the cosmetic industry as a group and for the purely drug groups as well.* To a great many it seems impossible to co-relate the widely varying groups embraced in the proposed membership into anything like a worldly or wieldy agency either of defense or offense.

Some clarification of the purposes of the Institute and some purposeful action would remove at least a part of this warranted skepticism. In any event there can be NO POSSIBILITY of the Institute SUPPLANTING EXISTING ORGANIZATIONS in the toilet goods field. The problems of

drug trade distribution are by no means more important to the manufacturer of cosmetics than are a host of other matters with which he is confronted daily. The vision of the union of all branches of the drug trade enforcing regulations for the distribution of toilet articles is a PLEASANT MIRAGE. *Let us not be deceived by it into a relaxation of effort on the part of the industry's own organizations.*

### Wages and Recovery

IT IS gratifying to note almost daily advances in wages on the part of leading industrial units. On a single afternoon recently one of the leading New York daily newspapers filled practically a column with brief notices of such wage increases, headed by that planned for U. S. Steel Corporation workers to take effect on July 1st. There have been a number of increases in our own industries.

Recovery from the depression is undoubtedly under way. Its momentum will be speeded by every increase in the purchasing power of the general public. Such purchasing power depends to a very great degree upon the wages paid in industry. Industrial leaders have been lamentably slow to sense that fact or to act upon it. They have proceeded much too far in the opposite direction. Recent industrial news is most encouraging. Our industry will undoubtedly be in the forefront of this movement toward improved purchasing power and a broader market for the products of the entire industrial structure.

### Soap Industry Competition

FOR some time, the soap industry has been feeling the effects of certain newly developed products, especially in the textile trade and among other industrial consumers. A number of these products have been proven to be wetting and detergent agents possessing many advantages which the soaps, formerly employed for the purpose, do not enjoy.

Now the soap industry itself has entered the game, and one of the largest soap manufacturers has acquired rights in a product and process which will permit it to compete with these newer detergents. It is reported that the new product, as yet limited to industrial use, will shortly make its appearance in a household cleanser. Doubtless its unusual properties will be appreciated here as well as in the textile trade.

All of this opens up an excellent form of competition in the industry. It is hardly reasonable to expect that other great soap makers will permit one company to reap all the benefits of newly developed technology. *This is competition in the improvement of the product and as such is of direct benefit to the consumer and to the industry as a whole.* The competitive race will be watched with interest and approval by everyone interested in the progress of the soap trade, and there will be cheers as well as rewards for each successive improvement that is made.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

THERE is now a sudden swing to the stick deodorant. Any of the usual greaseless formulas can be used, but the quantity of synthetic wax or stearic acid must be proportionally increased. Titanium oxide can be used with the synthetic waxes, and zinc oxide for the usual creams. These solid substances add body to the stick, allowing it to be worked into the proper shapes.

### Deodorant Materials

In line with the above is the use of deodorants for the removal of vegetable odors, after shaving and on sanitary pads. The latter use demands a most careful compounded formula, as well as choice of ingredients. For this purpose aluminium betanaphthol-disulfonate is useful in quantities of about 2% or so. It has been used in gynecology for various abnormalities. It is deodorant, astringent and mildly antiseptic.

### Oxycholestrin Sunburn Creams

Oxycholestrin cream base, along with a small amount of lanolin, glycerine, mineral oil and water, makes useful sunburn creams. About 30% of oxycholestrin base and at least 55% water are necessary. The remainder to be made up with the other ingredients.

### To Alleviate Pain

If about 5% of anesthesin, sometimes called synthetic cocaine, is added to the above formula it will be found useful to alleviate pain after sunburn.

### For Liquid Deodorants

A liquid deodorant can be made of any of the following solutions:

- Formaldehyde 2%
- Boric acid 3%
- Sodium perborate and boric acid each 3%
- Betanaphthol in eau de Cologne 5%
- Aluminium betanaphthol di-sulfonate 2%
- Aluminium chloride 15 to 20%
- Aluminium aceto-tartrate N.F. IV

The solutions can be colored with acid magenta or any other acid dye.

### Use of Phenolsulfonate

A deodorant powder containing 5% of zinc phenol-sulfonate in talc and zinc stearate is useful as a dusting powder to prevent odor formation. Not over 10% of zinc stearate ought to be incorporated in this formula.

### A European Formula

A popular sunburn cream on the Continent is made of 50% each of water and oxycholestrin base, suitably perfumed. Such a cream produces a tan without burning the skin.

## Summer Powder Creams

Powder creams made with titanium oxide and purified talc, suitably tinted with ochre, umber or red dyes, mixed in a vanishing cream base, are used before exposing the body to the tanning rays of the sun. Some are used to impart a tan color that can be removed at will.

### List of Deodorant Ingredients

A list of substances useful in deodorants are starches, salicylic acid, thymol, boric acid, sodium perborate, calcium borate, aluminium acetate, aluminium chloride, aluminium betanaphthol di sulfonate, betanaphthol, benzoic acid, talc, fullers earth, orris root and others too numerous to mention.

### What the "Natives" Use

An old Maori formula for preventing sunburn, but which encourages suntan, is to macerate flowers of tiara, frangipanni and orange for a day and night with coconut oil, then to separate the dead blossoms from the oil and to pack in suitable containers. Coconut oil, suitably perfumed and colored is still one of the best anti-sunburn preparations possible to make. A famous product on the market is essentially the same in composition.

### Keeping Aluminium Chloride Solutions

Solutions of aluminium chloride must be kept acid to prevent precipitation of amphoteric aluminium compounds. Free hydrochloric acid to the extent of .03% is usually sufficient.

### A Less Irritating Preparation

A more useful preparation, and one that will not irritate so much, can be made by mixing aluminium chloride with borax and alum. Further information on this deodorant as well as others can be found in an extensive article by Ralph H. Auch, consultant, in the June and July issues of this journal (1932). This article is without any doubt the finest of its kind on deodorants, being both scientific and practical.

### Citrus Products for "Suntan"

Lemon juice or citric acid are often used to prevent suntanning. Use 2 to 5% lemon juice or its equivalent of citric acid in a 5% solution of citrous pectin along with 2 to 5% of quinine bisulphate. If the last mentioned substance irritates the skin, use a healing cream at night when retiring.

### Astringent Foot Powders

A decidedly astringent foot powder can be made containing up to 60% alum. Examination of several commercial powders shows them to contain from no talc to about 75%. Others contain from 25% boric acid to 75%. Others contain borax, salicylic acid, zinc oxide, zinc stearate and others.

### Use of Cadmium Preparations

Since there are a number of patents covering the use of cadmium sulfide and other similar compounds in suntan preparations, care again must be exercised not to infringe on these patents. This holds true for the stick deodorants.



# Properties of American Geranium Oil

*An Examination of Oils Produced in Florida and California*

by M. S. Lowman, Assistant Biochemist,

Bureau of Plant Industry

SINCE 1923 the Division of Drug and Related Plants of the U. S. Department of Agriculture, in cooperation with the Associated Manufacturers of Toilet Articles, has been conducting experiments on the growing of rose geranium (*Pelargonium odoratissimum* L.) in the United States. A report on the cultural experiments with this crop in several localities in this country was published in 1932, in the January, February and March numbers of this journal. The purpose of the present paper is to compare the physical and chemical constants of the oils produced in these different localities with those of oils produced commercially in other parts of the world.

The several types of commercial geranium oils come principally from Europe and Africa, and may be distinguished from one another by their physical and chemical constants. These constants depend mainly upon the species or variety and the geographical source of the plant from which the oil is distilled. Samples of two types of imported oils designated as Reunion and Algerian were obtained from the trade and their physical and chemical constants determined. These are given in TABLE 1, together with data from the literature showing the range of constants of three commercial types of oils of foreign production. The oils produced in this country under different conditions of soil and climate may be expected to possess constants differing from those of foreign origin. The data set forth in TABLES 2, 3 and 4 give the constants of oils produced in several localities in the United States. Samples of such oils were submitted to the trade soon after their production, and were reported to be of good quality.

The oils used for this work were steam-distilled from fresh rose geranium herb grown in Florida and California. In California the plants were grown on both irrigated and unirrigated land. Numerous tests were also made with varying amounts of fertilizer in the

form of ammonium sulfate. The details of these tests are fully described in the earlier referred to report. Soon after distillation the oils were separated from the distillate water, filtered, and kept in the laboratory in ordinary light in bottles from which samples were taken from time to time for various purposes, leaving the bottles partially filled. The age of the oils when the constants were taken ranged from three weeks to about five years. The difference in the age of the various samples and the conditions under which they were stored must be given due consideration in a study of the constants recorded in the tables.

The methods generally used in commercial practice as described in *The Volatile Oils*, by Gildemeister and Hoffmann, (Second edition English translation Vol. 1, pp. 556 to 577) were used in determining the data given in this paper. In calculating the total alcohol equivalent of the oils determined as geraniol the fact was taken into consideration that the ester in the original oil is geranyl tiglate while the ester formed by acetalization is geranyl acetate. Therefore, the free alcohol was computed from the difference between the ester number of the original oil and the ester number of the acetalized oil and to this was added the amount of the combined (esterified) alcohol computed from the original ester number. The sum is the per cent of total alcohols calculated as geraniol that are present in the oil as both free and combined alcohols.

The physical and chemical constants of the oils distilled from the herb grown on a one-fifth acre plot at Torrey Pines, California, are tabulated in TABLE 2. In 1927 one-half of this plot was fertilized at the rate of 400 pounds of ammonium sulfate per acre about four months previous to the first distillation. The effect of irrigation on both the fertilized and unfertilized plants was also tested. As the fertilizer proved so beneficial to the growth of the plants a more extensive test was

Table 1. Physical and Chemical Constants of Commercial Rose Geranium Oils

Constants	Constants of oils obtained from the trade			Constants recorded in the literature		
	Reunion (Extra Fine)	Algerian (Extra Fine)	Reunion	African	Spanish	
Solubility in 70% alcohol:	1 in 2 vols. & more	1 in 2 vols. & more	1 in 2 to 3 vols.	1 in 2 to 3 vols.	1 in 2 to 3 vols.	with turbidity
Sp. Gr. (15.5°C.)	0.8903	0.8997	0.888 to 0.896	0.892 to 0.904	0.897 to 0.907	
Refractive Index (20°C.)	1.4639	1.4697	1.462 to 1.468	1.465 to 1.472	1.461	
Angle of Rotation (in 100 mm. tube)	-11° 31'	-10° 53'	-7° 50' to -13° 50'	-6° 30' to -12°	-7° 30' to 11°	
Acid Number	6.0	6.0	1.5 to 12	1.5 to 3.5	1 to 11	
Ester as Geranyl tiglate	26.55 percent	24.61 percent	21 to 31 percent	14.3 to 29.5 percent	27 to 42 percent	
Free Alcohol as geraniol	45.45 "	45.45 "	30.0 to 38.30 "	40.6 to 61.19 "	51.3 to 57.6 "	
Combined alcohol as geraniol	17.30 "	15.79 "	13.7 to 21.4 "	9.36 to 19.40 "	17.6 to 27.3 "	
Total alcohol as geraniol	62.75 "	61.24 "	60.4 to 72 "	60 to 72.55 "	58.6 to 71.2 "	

Table 2. Physical and Chemical Constants of Rose Geranium Oils Distilled at Torrey Pines, California. <sup>1/</sup>

Date of Harvest:	Test Plot:	Cultural conditions:	Solubility in 70% alcohol <sup>2/</sup> :	Sp. Gr. (15.5°C.):	Index of refraction (20°C.):	Angle of rotation in 100 mm tube:	Acid no.:	Ester as geranyl tiglate (percent):	Free alcohol as geraniol (percent):	Combined alcohol as geraniol (percent):	Total alcohol as geraniol (percent):
July 1927	1	Irrigated	2.3 vols.	0.8990	1.4645	-3° 49'	7.5	26.55	47.53	17.30	64.83
		No fertilizer:	Turbid in 5 or more								
	2	Irrigated	2 vols.	0.9078	1.4658	-3° 11'	9.0	29.08	46.99	18.97	65.96
		Fertilized	Turbid in 10 or more								
	3	No irrigation:	2 vols.	0.8936	1.4633	-4° 34'	4.5	26.55	51.73	17.30	69.03
		No fertilizer:	Turbid in 5 or more								
	4	No irrigation:	2 vols.	0.8909	1.4630	-5° 16'	4.5	27.18	46.46	17.75	64.21
		Fertilized	Turbid in 7 or more								
May 1928	A	2000 lbs. fertilizer	2 vols.	0.9576	1.4690	-1° 7'	22.5	32.87	49.07	21.44	70.51
			Turbid in 5 or more								
	B	Control	"	0.9857	1.4735	-0° 46'	25.5	44.96	30.24	32.01	68.85
	C	1500 lbs. fertilizer	2 vols.	0.9395	1.4672	-0° 46'	21.0	38.56	42.87	25.15	68.02
			Turbid in 4 or more								
	D	Control	2 vols.	0.9922	1.4740	0° 0'	28.5	46.00	30.26	30.13	69.39
			Turbid in 12 or more								
	E	1000 lbs. fertilizer	2.2 vols.	0.9612	1.4705	-0° 41'	21.0	44.90	34.27	20.26	63.53
November 1928			Turbid in 4 or more								
	F	Control	2 vols.	0.9791	1.4722	0° 0'	22.5	46.81	38.76	30.47	69.23
			Turbid in 4 or more								
	G	500 lbs. fertilizer	"	0.9000	1.4650	-4° 10'	7.5	31.61	45.93	20.64	66.57
			Turbid in 4 or more								
	A	2000 lbs. fertilizer	2.3 vols.	0.9016	1.4655	-4° 7'	6.0	31.61	42.37	20.64	63.01
			Turbid in 4 or more								
	B	Control	2 vols.	0.8915	1.4620	-4° 40'	6.0	25.92	46.48	16.92	63.40
June 1929			Turbid in 3 or more								
	C	1500 lbs. fertilizer	2 vols.	0.8975	1.4635	-2° 51'	10.5	33.50	45.45	21.81	67.26
			Turbid in 3 or more								
	D	Control	2.3 vols.	0.8923	1.4621	-4° 53'	6.0	30.97	43.35	20.25	63.60
			Turbid in 3 or more								
	E	1000 lbs. fertilizer	"	0.8909	1.4615	-4° 59'	4.5	29.71	43.84	19.32	63.16
			Turbid in 4 or more								
	F	Control	"	0.8968	1.4628	-4° 51'	6.0	30.34	41.80	19.84	61.64
September 1929			Turbid in 4 or more								
	G	500 lbs. fertilizer	2.3 vols.	0.8930	1.4630	-5° 41'	4.5	29.71	42.86	19.37	62.23
			Turbid in 4 or more								
	Entire plot	Irrigated when needed	"	0.8986	1.4630	-3° 38'	7.5	32.24	43.90	21.03	64.93
			Turbid in 5 or more								
	"	"	2 vols.	0.8950	1.4640	-4° 10'	9.0	26.55	50.75	17.30	68.05
			Turbid in 5 or more								
	"	"	"	0.8926	1.4618	-4° 12'	10.5	26.55	49.14	17.30	66.44
August 1930			2 vols.								
			Turbid in 10 or more	0.8910	1.4613	-5° 45'	7.5	25.29	47.52	16.51	64.03

<sup>1/</sup> Constants were determined in November, 1932.<sup>2/</sup> Volumes of 70 percent alcohol required to dissolve one volume of oil.

carried out in 1928, as shown in the table. A Spring and a Fall crop were harvested from the entire plot in 1929 and 1930 without any further application of fertilizer.

Apparently no uniform differences can be noted in

the constants of the oils as a result of irrigation or the use of fertilizer. Neither is there a uniform change in any of the constants due to ageing of the oils, as the constants of the older samples do not differ materially

from those of the oils distilled more recently, except in the case of the May, 1928, harvest. The samples from this harvest, marked "A" to "F", inclusive, are very viscous and have bleached out in color from the original greenish brown to light orange. Their specific gravities, indices of refraction, acid numbers, and percentages of esters are higher, while their angles of rotation and percentages of free alcohols are materially lower than those of any of the other samples. The solubilities of these samples are practically the same as those of the other oils distilled in this locality, but the percentages of total alcohols are slightly higher than the average. It will also be noted that a high acid number is accompanied by a low angle of rotation. The oils from plots "D" and "F" have become optically inactive while the sample from plot "G" in the same group, for no apparent rea-

son, shows constants reasonably in accord with those of the oils distilled later and in the preceding year.

The data in TABLE 3 were determined on oils distilled at Tustin, California, from herb grown on four quarter-acre plots representing different soil types. The constants of the oils from the first three cuttings are quite uniform, but those of the oils distilled in January, 1933, are noticeably different. These differences may be due to the fact that the latter oils were distilled from herb cut in the Winter season. There was an unusually tall, woody growth of herb and a very low yield of oil was obtained. The oils were of a bright bluish green color and, with the exception of the sample from plot 4, were insoluble in 70 per cent, but completely soluble in 80 per cent alcohol. The acid numbers and the percentages of free and total alcohols were lower while the ester

Table 3. Physical and Chemical Constants of Rose Geranium Oil Distilled at Tustin, California.

Date of Harvest	Plot No.	Cultural Conditions	Solubility in 70 percent alcohol <sup>2/</sup>	Sp. Gr. (15.5°C.)	Index of Refraction (20°C.)	Angle of Rotation in 100 cm tube	Acid No.	Ester as geranyl tig-linate (percent)	Free alcohol as geraniol (percent)	Combined alcohol as geraniol (percent)	Total alcohol as geraniol (percent)
July 1930	1	Irrigated when necessary	2 vols. Turbid in 8 or more	0.9144	1.4670	-4° 14'	15.0	31.51	47.04	20.62	68.66
	2	"	2 vols. Turbid in 5 or more	0.8922	1.4627	-6° 55'	6.0	25.92	30.69	16.92	67.61
	3	"	2 vols. Turbid in 5 or more	0.8937	1.4653	-6° 47'	3.0	24.02	40.65	15.70	56.35
	4	"	2 vols. Turbid in 8 or more	0.8979	1.4640	-4° 55'	10.5	25.29	52.86	16.51	69.37
May 1931	1	Irrigated	2 vols. Turbid in 10 or more	0.8906	1.4621	-7° 8'	9.0	26.55	47.02	17.30	64.32
		Not irrigated	2 vols. Turbid in 5 or more	0.8927	1.4620	-7° 25'	9.0	25.92	48.03	16.92	64.95
	2	Irrigated	2 vols. Turbid in 5 or more	0.8955	1.4633	-5° 37'	12.5	27.81	48.03	18.16	66.19
		Not irrigated	2 vols. Turbid in 10 or more	0.8894	1.4620	-6° 56'	7.5	25.92	47.58	16.92	64.50
	3	Irrigated	2 vols. Turbid in 8 or more	0.8896	1.4627	-8° 56'	6.0	27.18	46.00	17.76	63.76
		" 3/	2 vols. Turbid in 5 or more	0.8947	1.4640	-5° 37'	9.0	27.81	48.54	18.16	66.70
	4	"	"	0.8886	1.4618	-7° 41'	7.5	26.44	46.00	18.57	64.57
	1	Natural rainfall	2 vols. Turbid in 10 or more	0.8893	1.4625	-8° 24'	9.0	26.55	45.60	17.30	62.90
June 1932	2	"	"	0.8903	1.4627	-7° 52'	7.5	25.92	45.20	16.91	62.11
	3	"	"	0.8904	1.4625	-8° 2'	9.0	26.55	46.25	17.30	63.55
	4	"	"	0.8920	1.4617	-5° 11'	9.0	24.44	47.55	18.57	66.12
	1	Irrigated	3 vol. with turbidity	0.8937	1.4620	-8° 23'	3.5	32.87	38.76	21.44	60.20
January 1933		Not irrigated	Insoluble	0.8934	1.4614	-9° 6'	3.5	32.24	38.29	21.04	59.33
	2	Irrigated	"	0.8957	1.4630	-8° 19'	3.5	36.03	37.27	23.50	60.77
		Not irrigated	"	0.8944	1.4628	-8° 32'	3.5	34.76	37.78	23.10	60.88
	3	Irrigated	"	0.8938	1.4618	-8° 44'	3.5	34.13	38.29	22.27	60.56
	4	"	2.5 vol. Turbid in 5 or more	0.8922	1.4612	-7° 50'	3.5	33.50	39.26	21.85	61.11

<sup>1/</sup> The 1930, 1931 and 1932 oils were examined in December, 1932, and the 1933 oils about one month after they were distilled.

<sup>2/</sup> Volumes of 70 percent alcohol required to dissolve 1 volume of the oil.

<sup>3/</sup> Half of this plot was cut over in March to furnish propagating material. The herb distilled from this half was, therefore, new growth.

contents were higher than in the case of the oils previously distilled. The differences in constants here noted may be due either to seasonal conditions as above stated or to the fact that the 1933 oils were examined soon after they were distilled, whereas the others included in the table had been standing for varying periods.

Two crops were distilled from a one-fifth acre plot at Mt. Dora, Florida, one in October, 1929, and the other in June, 1930, both of which were grown without irrigation or fertilizer. The constants of these oils, given in TABLE 4, differ very little from those of the California oils.

The original color of the oils from the several localities soon after distillation varied from bright green to reddish brown with a green tinge. On standing exposed to the light the green color disappeared, and the oils took on a reddish to yellowish brown color. In some cases samples have been observed to change in color

The constants of the oils distilled in the various localities, with but few exceptions, fall within a narrow range. More uniformity in constants would no doubt have been observed if the samples had been stored in full bottles away from light soon after distillation as most volatile oils are known to undergo changes more rapidly if exposed to air, light, and temperature fluctuations.

If the growing of rose geranium in this country should prove to be of commercial importance, the results presented in this paper will show something of the range of physical and chemical qualities that may be expected of domestic oils as this examination covers so large a number of oils produced under prevailing conditions in the different localities. Experiments have shown that certain localities in Florida and California are favorable to the production of this crop. Its success, however, depends upon large-scale production and the use of labor-saving machinery inasmuch as the returns to be gained from the crop are not large.

Table 4. Physical and Chemical Constants of Rose Geranium Oils Distilled at Mt. Dora, Fla. 1/

Constants	October 1929 Crop	June 1930 Crop
Solubility in 70% alcohol	1 in 2 vols. turbid in 4 or more	1 in 2 vols. turbid in 8 or more
Sp.Gr. (15.5° C.)	0.8956	0.9011
Index of Refraction (20° C.)	1.4627	1.4626
Angle of Rotation (100 mm. tube)	-7°	-5° 25'
Acid number	9.0	10.5
Ester as Geranyl Tiglate	26.55%	25.29%
Alcohol as Geraniol	47.02%	51.79%
Combined Alcohol as Geraniol	17.30%	16.51%
Total Alcohol as Geraniol	64.32%	68.30%

1/ All constants were determined in November 1932.

from brown to green and vice versa within a period of a few days.

It will be observed from the tables that all the oils, with the exception of those distilled from the 1933 crop at Tustin, are soluble in from 2 to 2.3 volumes of 70 per cent alcohol, but that upon the addition of more alcohol turbidity results. The amount required to cause turbidity varies with the different oils. Of the six oils obtained from the 1933 crop at Tustin, one was soluble in 3 volumes of alcohol with turbidity and one formed a clear solution in 2.5 volumes but became turbid on the addition of 5 or more volumes, while the remaining four samples were completely insoluble in all proportions of the alcohol. A small sample of oil distilled in 1931 from rose geranium clippings from Torrey Pines was found to be completely insoluble in 70 per cent, but soluble in 80 per cent alcohol. In regard to solubility, the oils produced in this country are similar to the Spanish oils in that turbidity results in the presence of an excess of alcohol.

## Depression Aids Brazilian Cosmetic Industry

A large number of creams, lotions, and powders, both of national and foreign manufacture, are sold in Brazil. French cosmetics dominated this market until a few years ago. This was due partly to the fact that the prominent Brazilian families formerly made at least one pilgrimage annually to Europe between the active seasons on the coffee farms. Furthermore, French manufacturers followed up their advantage by canvassing this market aggressively and setting up either branch sales offices or competent distributors. Many small local firms manufacturing cosmetics did not gain much headway in competition with imported lines until the coffee market dropped heavily late in 1929. Many wealthy families were forced to go back to their plantations in order to make ends meet. Local cosmetic manufacturers saw this movement from urban centers as an opportunity, and expanded their activities and improved their products. Dealers report now that imports of cosmetics have dropped to barely 25 per cent of their value of a few years ago, and that the domestic output has increased in similar degree. (*Trade Commissioner David S. Green, Sao Paulo.*)

## Toilet Soap Trade of Great Britain

British exports of toilet soap during 1932, although smaller than shipments during 1930, represented a gain in quantity over 1931. The statistics show 70,790 cwts., valued at £451,532, exported in 1932; 64,392 cwts., valued at £466,055, in 1931; and 73,517 cwts., worth £564,926, in 1930. Nearly 60 per cent of the total trade in 1931 (the latest year for which detailed figures are available) was destined to British Dominions and Colonies. Over 25 per cent of the British toilet soap sales in 1931 was made to British India, with Netherland India purchasing 15 per cent; Irish Free State, 7 per cent; Netherlands and Ceylon, 5 per cent each; and United States, 4 per cent. Other markets absorbing from 2 to 3 per cent of the trade were China, New Zealand, British West Indies, Union of South Africa, Straits Settlements, Egypt and Canada. (*Department of Commerce.*)



# Brushless Shaving Creams

## *Their Increasing Use, Properties Desirable and Method of Preparation*

by Dr. E. G. Thomssen

JUST as the present jigsaw puzzle craze is the revival of an old pastime, the so-called "modern" brushless or latherless shaving creams are the revival and extension of an old idea in shaving. Most of us more mature persons can remember the simple cut-out picture puzzles which amused us as children. Older shavers in the same way recollect that the idea behind brushless shaving creams is not novel or modern. Even before the shaving mug and the shaving cake were at the height of their popularity, our forefathers used oil or grease upon their faces for lubricating the razor during shaving. The trouble with shaving by this method was that the waste hairs mixed with oil had the habit of running down the old straight edge razor blade on to the handle and arm. This produced an uncomfortable and untidy condition. If grease were used to thicken the oil it was difficult to remove it from the razor blade even by the use of a piece of paper. The result was that most shavers turned to soaps and then too, those who went to the barber shop saw shaving soap used by the barber and naturally followed his method. Shaving soaps were then given some study and the heavy, lasting, creamy lathering soaps were produced especially for shaving. These soaps as cake, stick, powder and cream have long enjoyed popularity.

Some self shavers, however, still clung to the latherless idea. More than twenty-five years ago a certain famous English Widow Lloyd promoted the sale of a latherless shaving cream which enjoyed a good sale at much higher prices than shaving soaps in Europe and this country. It is only within comparatively recent times that brushless shaving creams have made any appreciable inroad into the shaving soap market. There is no denying the fact that right now they are increasing in use and displacing shaving soaps to some extent. Brushless shaving creams, it is claimed, are more rapid, remove the necessity of the unsanitary shaving brush, prevent shaving irritation, leave the skin softer after shaving and soften the hair more quickly than shaving soaps. From the sales standpoint they have the further advantage of being more wasteful than shaving cream or shaving soap and hence repeat more rapidly than any other shaving medium. The most important disadvantage is that it is necessary to change the customary shaving habits of the majority of shavers. This is an expensive undertaking but it is taking place. The other disadvantages are that the mixture of sheared hairs and cream on the razor is more apt to run than a mixture of soap and lather and hairs and that the cream does not rinse from the razor as easily as soap, especially when a safety razor and cold water are used.

In certain cases the brushless creams claim antiseptic

properties. It is very doubtful if this is true or if they are as antiseptic as shaving soap. To claim antiseptic properties is a hazardous procedure because such claims bring the preparations under the provisions of the Federal Pure Food & Drugs Act and make them subject to stringent regulations. This is not the case if antiseptic claims are omitted.

Brushless shaving creams are packaged in tubes, jars and cans. The tube is the most convenient and most popular package. Owing to the fact that these creams should be made rather heavy, a large opening in the tube is advisable.



### Properties Desirable

In order to be successful and acceptable to the shaving public, brushless creams must not be too thin. They must spread easily; they must lubricate during the shaving process; they must soften the hairs; they must remain soft in the package; they must be pleasantly perfumed and they must rinse readily from the razor. A close study of these desirable properties indicates that they are possessed in the main by the well-known vanishing cream. It can be said, therefore, that brushless shaving creams consist of vanishing creams modified to make them adaptable for shaving. Vanishing cream is also closely allied to the regular shaving cream soap. We can, therefore, say that brushless shaving creams are regular shaving creams altered in such a manner as to make them suitable for shaving without the use of a shaving brush and water. In other words, brushless shaving creams are permanently prepared soap lather or soap lather creams. Anyone who is equipped to make regular shaving cream or vanishing cream can use the same equipment for manufacturing brushless shaving cream.

### Method of Preparation

The essential raw materials used in the manufacture of these no-brush creams are stearic acid, caustic potash or potassium carbonate, glycerine, water and perfume. To vary the properties of the soap produced by these basic raw materials certain substances are added. Mineral oil such as is used in cold cream manufacture or preferably a more viscous and heavier oil is most generally added. The sulfonated higher fatty alcohols such as are being employed in the textile industry are added because of their property of imparting hair-softening qualities and increasing the wetting qualities of the vanishing cream. In some cases, instead of using alkaline potash salts to neutralize the stearic acid and form soap, triethanolamine is used. This permits the introduction of more oil into the cream, increases the emulsifying



property of the water added and causes easier rinsing. It also increases the cost of the finished cream.

In order to focus our remarks upon the *modus operandi* for these creams we will consider a few typical formulae. These formulae by no means are fixed and we have chosen to use caustic potash for neutralizing the stearic acid instead of the carbonate because experience shows that this makes a smoother cream.

#### I

- 52 lbs. Stearic Acid Triple Pressed
- 7 lbs. Mineral Oil Heavy Viscous Grade
- 6 lbs. Caustic Potash Lye 36° Baume  
(About 33½ lbs. Caustic Potash dissolved in 66½ lbs. Pure Water.)
- 12 lbs. Glycerine C. P.
- 250 lbs. Water Pure
- 1½ lbs. Perfume

#### II

- 26 lbs. Stearic Acid Double Pressed
- 5 lbs. 10 oz. Coconut Oil Cochise Grade
- 110 lbs. Water Pure
- 7 lbs. 6 oz. Caustic Potash Lye 36° Baume
- 12 oz. Borax
- 12 lbs. Glycerine C. P.
- 12 lbs. Carbitol
- 4 lbs. Boric Acid
- 6 oz. Perfume

The method of procedure is to first break up the stearic acid into convenient pieces. These are then melted in a copper, aluminum or glass-lined kettle with indirect heat or a steam jacket. When the stearic acid has been melted the other oils are added to it.

While the stearic acid and oils are being prepared the mixture of potash lye, water, glycerine and other powder like borax and boric acid are poured together in the mixer and heated to about 135 to 140°. Care is taken that any powder added is dissolved. The mixer used should turn slowly and have a strong stirring arrangement. It should be steam-jacketed and may consist of plain iron, although a glass lining or other protective metal will result in a much whiter finished cream.

With the stirrer running, the molten stearic acid

and added oils are gradually added to the liquid in the mixer. The heat is turned off as the neutralization generates sufficient heat. After all this stearic acid mixture has been added, the mixer is continued running until the mixture cools and thickens. The perfume is added as the cream is cooling. Then the stirring arms are removed if the cream is to be filled cold. When it is thoroughly cooled to room temperature it is ready to fill. The experience of the writer, however, has been that it is very advantageous to fill creams of this kind at about 140°. In order to do this the cream is allowed to cool off and then heated up again and kept at 140° at which temperature it may be poured into jars or tubes. Filling the cream hot in this way is easier and also results in a smoother product and eliminates any difficulty of getting air into the tube or jar.

As we stated above, sometimes sulfonated higher fatty alcohols are added to give certain properties to latherless creams. It has been found that 5% of the corresponding stearic acid sulfonated alcohol adds desirable qualities to Formula I. This sulfonated alcohol which is obtainable in this country is a white powder and is added directly to the cream as it is cooling. It causes the cream to thicken but the cream gradually smooths out and takes up the addition product making it somewhat heavier than the cream without this addition. Creams containing it must be filled cold.

The method of procedure for making triethanolamine latherless cream does not differ very essentially from those just described. A typical formula is:

- 19½ lbs. Stearic Acid Triple Pressed
- 2½ lbs. Mineral oil (Heavy Viscous Grade)
- 4½ lbs. Glycerine
- ½ lb. Triethanolamine
- 90 lbs. Water Pure
- 8 oz. Perfume

The stearic acid is melted as already described and the mineral oil is added to it. Then the water, glycerine and triethanolamine are poured together and put into the mixer. All the stearic acid-oil mixture is added to this water solution, stirring as the addition is made. Then the perfume is added. Only a moderate further amount of agitation is required to produce a smooth cream. The finished product is cooled and is filled cold.

Latherless creams when properly made will keep indefinitely under even extreme conditions. Since they contain a high percentage of moisture, it is necessary to have the package tightly closed, especially if jars or cans are used.

The perfuming materials are also important. Since these brushless creams are essentially soaps and since many perfume raw materials are not stable to soap, ingredients should be selected which withstand the action of soap. That is to say, a finished soap perfume, possessing the desired odor, is best adapted to perfume these creams. Since men do pay some attention to the odor appeal a proper selection of odor should be made.

Brushless or latherless creams, at the moment, are increasing in popularity. This is especially true among men who travel. Manufacturers of shaving soaps have realized this and are adding them to their lines. It is still too early to predict whether the consumer will absorb all the brushless creams which are being offered him. A recent reliable market survey would indicate that the percentage of self-shavers demanding this type of cream is still nominal.

### Toiletry Sales to Jamaica

Toiletry sales to Jamaica, which is the largest purchaser of such goods among the British West Indies, have shown a steady shrinkage in dollar value in the past three years, although in 1932 their pound sterling value rose 10 per cent. Totals for the past four years were: 1929, \$197,000; 1930, \$166,000; 1931, \$125,000; 1932, \$106,000. American products have consistently led all others during this period, but their percentage in the total trade has declined slightly from 56 to 51 in favor of British goods which formerly made up only 12 per cent and in 1932 were 26 per cent. There is no local manufacturing worthy of mention. American manufacturers selling to Jamaica have attempted to meet exchange conditions by lowering most of their prices, especially on dental and shaving creams and talcums, British brands of which have been meeting with increased success lately. (Consul William W. Corcoran, Kingston.)

### Japan's Exports of Toilet Goods

Japanese export of toilet requisites in 1932 experienced less curtailment than the similar trade of most other countries, although it was 15 per cent below its value in 1931, and 59 per cent less than in 1930. Totals for the three years, respectively, were \$630,000, \$739,000 and \$1,498,000. Included in these amounts are toilet soaps, practically equal in value in 1931 and 1932; the volume of toilet soap orders filled was considerably larger in the latter year, however, indicating an average price decline from 36 cents a dozen to 22 cents a dozen. Toilet creams increased both in value (\$53,000 to \$74,000) and weight (122,000 to 408,000 kilos). Perfumed waters and hair oils suffered a setback in value (from \$101,000 to \$70,000) although the number of dozens shipped was greater (128,000 to 148,000). Reduced prices for dentifrices helped to hold up the volume of dentifrice sales also (390,000 to 414,000 kilos), but shrank their value from \$141,000 to \$84,000.—(Department of Commerce.)

### Cosmetics at "Buy America" Show

THE striking manner in which Seattle has in recent years come to the fore as a production center for modern cosmetics of many sorts was impressively illustrated in the diversified displays and demonstrations at the big "Buy American" Fair of the Northwest Manufacturers' Exposition.

Booths of a highly ornamental and artistic nature were created in the spacious Civic Auditorium where the fair was recently staged to show Vanity Fair novel methods of make-up, perfumes, creams, lotions and a long list of various cosmetics which are being produced in amazing quantities in the Puget Sound metropolis.

Throngs of women visitors paid admission fees to view the host of products of the Northwest region. The cosmetic manufacturers of the region had particularly interesting displays. Just prior to the opening of the exposition, a contest with cash awards was held on the subject of which cosmetics should be exhibited.

The list of cosmetic specialties selected for the contest and subsequently showed included "La Patricia" products, "Avocado" cosmetics, "Charm" products, Godissart's perfume, Davis Manufacturing Co., Ex-Cel-Cis Beauty Laboratory, Western Pacific Chemical, Lina Caveliero products, "Golden Glint," of J. W. Kobi, "Esprit d'Amour" toiletries, Mary Stone "Gateway to Beauty", Russian Duchess Laboratory, "Span" facial, May Helland hair shop, and "Peach Glow" line.

The cosmetic contest closed and cash awards were distributed just prior to the grand opening of the exposition featuring the lengthening line of toilet articles for every purpose.

Thousands of visitors each day took occasion to become more intimately acquainted with the cosmetic products turned out in Seattle and the Northwest, their attention being intrigued by the presentation of these commodities by distinctive demonstrations and the "Buy America" appeal. Mass education in a sugar-coated or entertaining manner has been found to be absorbed quite readily and advertising response furthered through the many personal contacts enjoyed at such popular fairs.

The one in Seattle, with the many cosmetic lines to the fore, is to be soon repeated in other large communities of the Pacific Northwest, where the "Buy American" urge will be consistently carried forward in the American perfume and toilet products displayed and demonstrated.

### Essential Oil Imports in 1933

United States essential oil importations in the first quarter of 1933 had a total value of \$602,000, against \$799,300 in the same 1932 period, according to the Department of Commerce. There was an increase, however, in the poundage received of a number of oils, some of the more important of which are recorded in the following import table:

	1932 1st quarter		1933 1st quarter	
	Pounds	Value	Pounds	Value
Cassia and cinnamon	86,000	\$45,400	90,500	\$40,100
Geranium	46,200	131,500	31,500	97,800
Otto of rose (ounces)	2,954	21,956	8,151	44,698
Bergamot	19,600	34,300	24,400	26,100
Citronella and lemongrass	334,700	108,600	354,700	121,200
Lavender and spike lavender	56,200	70,000	35,300	41,400

# TRADE NOTES



## Gould Retires From Business

J. B. Gould, formerly vice-president of Gabilla, Inc., New York, which was American agent for Les Parfumeries de Gabilla, Paris, until early this year, has retired from active business and is now on his way to California by boat. He will be joined there by Mrs. Gould, who is making the trip by train, and plans to live free from the cares of business on the outskirts of Los Angeles.

Mr. Gould was associated with the toilet preparations industry for many years, and has made many friends in the trade throughout the country. For some years he was head of Everett-Gould, Inc., New York, which was American agent for Gabilla until 1930 when it was reorganized as Gabilla, Inc., with Mr. Gould as vice-president. In February of this year the agency was taken over by Albert Mosheim, president of the House of Tre-Jur, Inc.

This magazine joins with Mr. Gould's host of friends in wishing him happiness and the best of success in his new "job."

## Duzit Laboratories New Seattle Company

Capturing public attention with a short coined word, the Duzit Laboratories have established headquarters at 400 Shafer building, Seattle, Wash. These new laboratories are to bring out a line of new products under this name. W. C. Carlson is president of the concern, which will distribute its products over a large area.

First of the new "Duzit" products is a styptic lotion bearing the distinctive name. Production has already begun on this product. The new antiseptic is claimed to sterilize the fresh facial wound and promote healing quickly. Beside this product, the Duzit Laboratories are placing two others on the market in the Puget Sound region. These new toiletries are a foot lotion and a body deodorant.

## Dieterich, Mennen Advertising Manager

F. S. Dieterich, has resigned from the staff of the Frank Presbrey Co., New York, to assume charge of advertising and sales promotion for the Mennen Co., Newark, N. J. Among his previous connections are the Joseph E. Hanson Co., advertising agent, and L. Bamberger & Co., Newark department store.

## West Cosmetic Co. Formed

West Cosmetic Co., Inc., has been organized in New York to manufacture cosmetics, specializing in cold creams. Quarters have been taken at 132 West 22nd street.

## Canaday Lenthéric Sales Manager

Of particular interest to the trade is the announcement that Wilbur D. Canaday has been appointed general sales manager for Lenthéric, Inc., New York. The change became effective June 1. As sales manager of the home necessities division of E. R. Squibb & Sons,

Mr. Canaday has been successfully handling the sales and distribution of that important group of products.

Mr. Canaday, who plans to make a personal visit to the members of his sales organization in the near future, in discussing his plans stated:

"I am confident that with the leadership and standard of quality which characterizes the Lenthéric line, and with the steady improvement in retail



W. D. CANADAY

business as well as the growing feeling of optimism in every section, the outlook for substantial increase in volume of Lenthéric sales is exceptionally bright at this time.

"The policy of rendering every possible service to Lenthéric customers and making available to discriminating users, perfumes, powders and other cosmetics and toiletries of the finest quality, will be promoted with a view to maintaining and strengthening dealer goodwill everywhere."

Mr. Canaday is no stranger to the cosmetic industry. A native of New Castle, Ind., he entered Harvard University where he was graduated in 1917. He then went to Plattsburg, was commissioned a captain of infantry and saw service in the World War until 1919 when he became affiliated with Lehn & Fink, Inc. Since then, he has been continuously and successfully associated with the production, advertising, selling and distribution of products sold in drug stores, department stores and beauty shops—a productive experience of 15 years.

## Stein Sails for Europe

J. C. Stein, president of Lucien Lelong, Inc., Chicago and New York, sailed on the *Statendam* June 9 for a visit of from four to six weeks in Paris. There he will confer with Mr. Lelong and other officials of the Paris perfume house regarding a number of new products and plans for further development of the American market.



## Bristol on Control of Advertising

In a statement in a recent issue of *Printers' Ink* weekly, in which he expresses his opinion of the proposed Capper Bill for the control of advertising copy, Lee H. Bristol, vice-president of Bristol-Myers Co., New York, approves the measure as a promotion of "decent and honest advertising," but is "doubtful of the actual working out in practice of any type of advertising censorship or advertising restriction law."

The Capper Bill, as drafted, would make it a criminal offense for any advertiser to make untrue, deceptive or misleading advertising statements, and is designed to place any case directly in the hands of the Attorney General's department. It would thus keep questions of fraudulent advertising out of the hands of bureaucrats untrained in such matters. It is based on "*Printers' Ink Model Statute*" which is a law in 25 states.

Mr. Bristol states that if such legislation is necessary, the Capper Bill might be broad enough to cover the situation. He believes the fixing of the liability in the measure is vague, however. In many instances, he says, agents and publishers might be innocent parties to extravagant claims because they were not fully informed regarding all facts in the case, and to that extent the culpability of the vendor should not be excused.

While he finds no fault with the intent of the bill, Mr. Bristol believes the stumbling block will exist in the interpretation of what is "misleading or deceptive" in advertising statements.

"When technical and literal minds are largely concerned with literal interpretations of laws and literal interpretations of rulings as would probably be found in the Government departments," he wrote, "then the shadings and hair-line distinctions that tend normally to give color and dramatic interest to advertising copy will possibly fall under a ban that will rob advertising of much of its value as an economic force."

Declaring that hair-splitting interpretation tends to be destructive and harassing and to lack wholly the qualities of constructive reasonableness that should inspire any contact between the Government and advertising, he added:

"I am fearful of entrusting to low-salaried Governmental employees the opportunity of weighing in censorship scales important decisions regarding advertising policy and advertising copy that might have serious reactions on advertising as a whole and upon advertising as an economic force in selling."

## Radnitz Joins Antoine de Paris

S. E. Radnitz, for several years associated with the Inecto and Marinello organizations in an executive capacity, has joined Antoine de Paris, New York, as managing director.

## Cecil Smith Sails

Cecil Smith, managing director of Yardley & Co., Ltd., New York, and president of the Associated Manufacturers of Toilet Articles, sailed on the *Georgic*, June 17, for England. With Mrs. Smith and their daughter, Mr. Smith will spend about two months in England. He will confer with officials of the parent house in London and will also spend some time enjoying a well-earned vacation.

## P. & G. Man Heads Safety Group

L. J. Zoeller, head of the safety and public relations department of Proctor & Gamble Co., Cincinnati, has been elected chairman of the recently formed Hamilton County, Ohio, Soap Manufacturers' Safety Council. The object of the new group is to promote safety by decreasing accidents among the member companies and thereby reduce the basic insurance rates for all.

## Volupté's Unusual Advertising

An unusual Summer advertising campaign designed to bring about the use of compacts which harmonize with costume ensembles has been launched by Volupté, Inc., New York. The campaign was devised by "Jack" Pollock, genial sales manager of the company, and the first of the series which appeared in late May and early June publications is reproduced herewith. Its effectiveness, according to Mr. Pollock, has already been demonstrated by the response of the public to the campaign.

## All Aboard—

FOR THE SUMMER CLOTHES PARADE

The illustration shows a parade float with a band playing instruments. A sign on the float reads "BAND". Below the float, there is a large sign for "Volupté" compacts. The sign features a compact case and text including "Lord & Taylor", "100", "LYRICS - by B. ALTMAN", "MUSIC - by Lord & Taylor", "SCENERY - by POLLOCK", "PLACE - STYLE TOWN", "TIME - RIGHT NOW", "ENSEMBLE", "BY Volupté", "MADEMAN & CO.", "Shows Introducing the colorfast FINE FLOWER COMPACT 100", and "Lord & Taylor".

## Soap Sculpture Prizes Awarded

Awards in the Ninth Annual Competition for Small Sculptures in White Soap were made June 6 at ceremonies marking the opening of this year's annual soap sculpture exhibition at the National Alliance of Art and Industry, 65 East 56th street, New York. The prizes, offered by Proctor & Gamble Co., of Cincinnati, and amounting to more than \$1,000, and two special awards by leading industrial firms, were announced by Alon Bement, director, National Alliance of Art and Industry, and a member of the Jury of Award for the competition. The winning pieces and other entries will be on public view through June 30, when groups of specially selected soap carvings will be sent on tour of the leading art galleries, department stores and museums throughout the country.

Two thousand sculptures from every section of the United States and from many foreign countries are on view at the exhibit. A special feature is a bust of President Roosevelt carved in soap by Miss Juanita Leonard, professional sculptor and for two years director of the Soap Sculpture School. The entire collection was of high merit and drew words of praise from the judging committee.

Tom Robertson, of Philadelphia, was awarded first prize of \$150 in the Professional class for his striking sculpture, "Torso," shown in the center, middle row, of

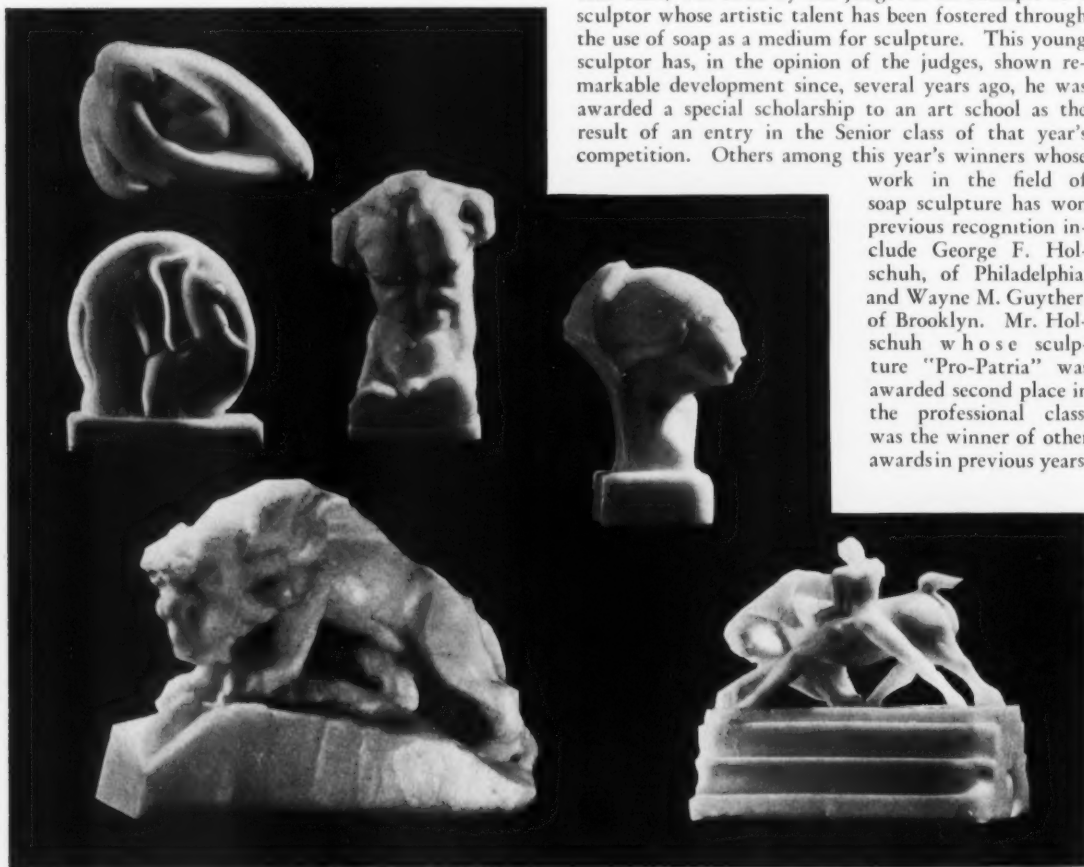
the accompanying photograph. To Ellen Bezaz, of Brooklyn, winner of both a first prize and Lenox Award in the 1932 competition, goes the signal distinction of repeating her double triumph. Her sculpture, "Spring," was awarded third prize in the Professional class, while another carving, "Mohammedan Beggar," shown at the top in the photograph, carried off the award made by Lenox, Inc., Trenton, N. J., for the sculpture best suited to reproduction in pottery.

The Gorham Award for the single sculpture from the entire competition best suited to reproduction in bronze was won by "Circular Elephant," the work of Claire Stimson, of Los Angeles. This carving is shown at the left center of the illustration.

The first prize of \$150 in the Advanced Amateur class (adults 21 years of age and over) was carried off by "Profile," a sculpture of Watson Haskell, of Pasadena, Calif., shown at the upper right in the illustration. The \$75 first prize shown in the Senior group (those 15 years and over, and under 21 years of age) was awarded to the "Lion and the Lizard," the work of Gilbert Gilbertson, of Brooklyn. This is pictured at the lower left in the photograph. The first prize of \$40 for Juniors (children under 15 years of age) went to Luis Jimenez, of El Paso, Tex., for his excellent sculpture, "Corrida de Toros," shown at the lower right.

Edward Anthony, whose sculpture "Chrystus and Mary," was awarded second prize in the Advanced Amateur class, was cited by the judges as an example of a sculptor whose artistic talent has been fostered through the use of soap as a medium for sculpture. This young sculptor has, in the opinion of the judges, shown remarkable development since, several years ago, he was awarded a special scholarship to an art school as the result of an entry in the Senior class of that year's competition. Others among this year's winners whose

work in the field of soap sculpture has won previous recognition include George F. Hol Schuh, of Philadelphia, and Wayne M. Guyther, of Brooklyn. Mr. Hol Schuh whose sculpture "Pro-Patria" was awarded second place in the professional class, was the winner of other awards in previous years.



### Miss Ogilvie Visits in Canada

Miss Clara Ogilvie, of Ogilvie Sisters, Inc., New York, returned June 1 from a brief visit to Toronto, Ont. She spent several days in the Canadian city contacting buyers and conferring with members of the Ogilvie staff in the company's Toronto warehouse. Miss Ogilvie reports a genuine feeling of optimism among the trade in Toronto, with the majority firmly believing that business actually is on the road to recovery.

### Report New Set-Up for Drug, Inc.

Reports have been published recently stating that directors of Drug, Inc., had agreed on a program of decentralization of management which would involve segregation of various constituent companies under separate managements and the distribution of separately capitalized concerns to shareholders of Drug, Inc. Officials of the company have declined to comment on the reports.

### Primrose to Move Plant

The plant and laboratories of Primrose House, Inc., New York, will be moved July 1 to larger quarters in the Port Authority Commercial building, 111 Eighth avenue. Large space has been leased on the ninth floor of the building, and the move will mark an expansive step in the history of the company which has outgrown its present quarters at 16 Cooper Square. Executive offices will continue to be maintained at 400 Madison avenue.

According to George Leigh, president, the new move is necessitated by increased business. The company has shown a steady growth, and ranks among the leaders in the cosmetics industry. The new quarters will have all the modern facilities for taking care of this still growing business. The space available will be ample for present needs and yet large enough to provide for normal expansion over a long period. It is expected that as soon as the company is installed in its new plant it will carry out a development program that will involve the expenditure of a considerable sum of money.



GEORGE LEIGH

### To Design Dorothy Gray Window

Lee Simonson, famous theatrical designer of stage settings and celebrated for his Theatre Guild activities, has just been engaged to create for Dorothy Gray Co., Ltd., New York, a design which will utilize the two-story windows in the company's Fifth avenue building as a unit. This is the first time, as far as is known, that anyone has attempted the difficult feat of carrying out a consecutive idea or design in windows on two separate stories. The scheme of decoration is a secret at the moment, but a proper ceremony of unveiling will take place as soon as the work has been finished.

### Keim Named Squibb Vice-President

R. D. Keim was recently elected vice-president and director of sales of E. R. Squibb & Sons, New York, according to announcement by the company. Mr. Keim, who has been associated with the company for 30 years, was previously general sales manager. He was the company's first salesman and subsequently its first branch manager when the first branch office was opened in Chicago. Joseph C. Hearn will succeed Mr. Keim as general sales manager. For several years he has been sales manager of the company's vitamin and petrolatum products sales division.



R. D. KEIM

### Nassours Organize Castilian Products

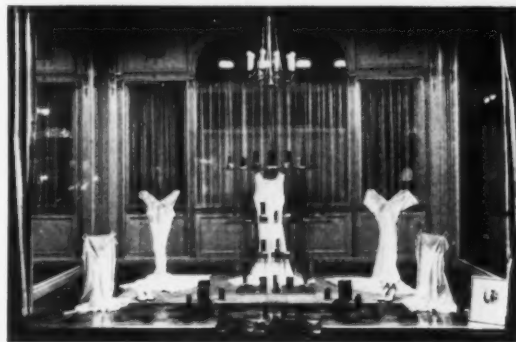
Laboratories of the Castilian Products Corp., Hollywood, Calif., which began operations on January 1, 1933, are now turning out a line of more than 100 products, including "Castilian" soaps, tooth pastes, shaving creams, along with twenty articles in its "Hollywood Girl" variety of feminine beauty preparations.

The sales organization has completely covered the United States as far East as Detroit, and a drive will be launched throughout the remaining territory within the next thirty days.

Castilian Products Corp. was organized by William and Fred Nassour, who withdrew last November as officers of Nassour Brothers, Inc., Ltd., of Los Angeles. Castilian officers are A. Nassour, president; William Nassour, vice-president and general manager, and Fred Nassour, secretary-treasurer. More than sixty persons are employed in the Hollywood plant.

### Smart "Crêpe de Chine" Window

A clever tie-up in which the full value of display is utilized is shown in the accompanying photograph of a recent show window of Jay Thorpe, Inc., New York store. The smartly packaged "Crêpe de Chine" perfume of F. Millot, Inc., is attractively arranged in the window in conjunction with several dainty underthings.



### Death of Emil Boerner

Emil Boerner, formerly connected with the Boerner-Fry Co. and for many years dean of the University of Iowa College of Pharmacy, died in Iowa City, May 28. Mr. Boerner helped found the Pharmacy College in 1885 and was its active head until 1904 when he retired. He was 78 years old.

### John W. Rank Dies

John W. Rank, who was associated for several years with the Kuhn-Libby Co., soap manufacturer, died May 28 after a brief illness. Mr. Rank, who was seventy-four years old, was a resident of Maplewood, N. J., and was active in New Jersey fraternal circles. He was a former Exalted Ruler of the Elks and a Mason.

### Death of Albert L. Opper

Albert L. Opper, vice-president of the American Commercial Alcohol Corp., New York, died June 12 at his home in Bronxville, N. Y., after an illness of three weeks. His untimely death at the age of 49 years came as a distinct shock to his family and many friends in the trade.

Born in Chicago, Mr. Opper was educated in the public schools, and early in his career was with Armour & Co. in the accounting division. His interest was in the sales field, however, and he soon became associated with that division, and after several years with Armour, he joined the American Distilling Co. of Illinois where he was connected with the Chicago office. He was manager of their Chicago division when in 1928 it was merged into the American Commercial Alcohol Corp., coming to New York as general sales manager, and in 1931 was elected to the vice-presidency. His association with the distilling industry won him a host of friends, and he was looked upon as one of the most progressive figures in the trade.

Mr. Opper was a member of the Woodlawn, Chicago, Lodge, F. & A. M.; the Desplaines, Ill., Lodge, B. P. O. Elks, and the Washington Park Low Twelve Club, and had also been a member of the Elmhurst (Chicago) Country Club.

He leaves his widow, Mrs. Mary Grimm Opper, and two daughters, Phyllis and Lois Opper. Services were held in a funeral chapel near his late home on June 13, and interment was in Desplaines, Ill., June 15.

### Death of Samuel McKnight

Samuel McKnight, an auditor for the Colgate-Palmolive-Peet Co., died June 7 at his home in East Orange, N. J. He was fifty-five years old, and had been associated with Colgate-Palmolive-Peet Co. and its predecessor, Colgate & Co., for thirty-eight years. He leaves his widow and a son, Austin McKnight, both of East Orange.

### Death of Parker Cook

Parker Cook, vice-president and secretary of the Maryland Glass Corp., died June 6 in Johns Hopkins Hospital, Baltimore, after an illness of two months. He was fifty-seven years old.

Born in Baltimore the son of the late Mr. and Mrs. Henry Cook, he was associated with the late Captain Isaac E. Emerson in all of his enterprises since 1893. He devoted most of his time to the management of the Emerson Hotel, of which he was president. He also was vice-president of the Emerson Drug Co., and vice-president and secretary of Emerson's Bromo-Seltzer, Inc.

Mr. Cook was active in Baltimore civic and social circles. He was a director and a member of the executive committee of the Baltimore Trust Co., a member of the Maryland Club, the University Club and the Baltimore Country Club, and also of the Metropolitan and Army and Navy Clubs in Washington. He was a veteran of the Spanish-American War, having served as paymaster on the U. S. S. Dixie.

Mr. Cook leaves one brother. His wife died some years ago.

### Robert J. Anderson Dies

Robert J. Anderson, chief engineer of Procter & Gamble Co., Cincinnati, died at his home in that city May 31 after a brief illness. He was born in Cincinnati seventy-two years ago, and was associated with Procter & Gamble Co. for almost thirty years, being in charge of mechanical operations for nearly a quarter of a century.

Mr. Anderson was active in Cincinnati civic and church circles, and as a member of the Regional Planning Commission had a part in making zoning plans for Southern Ohio and Northern Kentucky. He was a director of the Cincinnati Club and of the North Side Bank and Trust Co. Besides his widow, Mrs. Lucy B. Anderson, he leaves a son, Robert W. Anderson, secretary of Moores-Coney Corp.; a daughter, Mrs. Martha Shepherd, and a brother, A. E. Anderson.

### Death of I. D. Faden

I. D. Faden, head of I. D. Faden & Co., Chicago, died June 12 in that city. Mr. Faden was well known in the Middle Western trade, having been representative in that territory for a number of Eastern firms, including the Art Tube Co., Irvington, N. J.; Consolidated Safety Pin Co., Bloomfield, N. J.; T. C. Wheaton Co., Millville, N. J.; Atlantic Manufacturing Co., Newark, and Imperial Metal Manufacturing Corp., Long Island City, N. Y.

### Dr. F. J. Dunn Dead

As we go to press we learn that Dr. Free-lan J. Dunn, formerly Chicago Manager for W. J. Bush & Co., Inc., New York, passed away June 19, at his home in Chicago. Dr. Dunn was well known in the trade particularly in the Middle West where he had represented W. J. Bush & Co. for many years. His long association in the industry won him many friends who will undoubtedly be sorry to learn of his passing. He leaves his widow, a son and a daughter.



THE LATE  
ALBERT L. OPPER



## Merck's Fine Fair Display

One of the most interesting exhibits at the Chicago World's Fair is that of Merck & Co., Inc., Rahway, N. J., which is located on the ground floor of the Hall of Science. This interesting display depicts the progress made in chemistry during the past century. One of its features is the "Nososcope"—a stereopticon through which can be seen something of the history and progress



of diseases. A pharmacy desk with a professional pharmacist in attendance is also attracting considerable attention.

A handsome diorama of the Merck plant, a three dimensional picture in which the foreground is in modelled perspective, represents the extensive works, offices and laboratories in Rahway. Pictures of the old factory of Powers & Weightman Co., now a part of Merck & Co., built in the early 1850's near Philadelphia, are also shown.

Samples of the company's products are displayed and for its historic value a model of the Merck Pavilion at the Columbian Exposition in 1893 is also on exhibition.

## Miniature Glass Plant at Fair

Included in the exhibit of the Owens-Illinois Glass Co., of Toledo, in its glass-block building at "A Century of Progress," Chicago, is an elaborate animated model of a complete glass plant in operation. This intricate display was worked out in realistic perspective



and with life-like carved models by T. K. Almroth, advertising manager of the company, and built under his supervision.

The model is full of color and motion with astonishing lighting effects. It represents the modern bottle

manufacturing process and is complete in almost every detail from the arrival and handling of the incoming raw materials to the packing of the finished product. Storage bins, batch car, hoppers, furnace cross section, revolving pot, vacuum machine, conveyors, lehr and inspection, all are realistically represented in miniature.

The machine and pot revolve, miniature bottles are carried by a conveyor into the lehr, where they are seen through a cut-out section moving along toward the inspectors and packers.

Flanking the ends of the animated model are beautifully brilliant displays of the company's products—a representative exhibit of all its different types of glass containers including packages from all divisions. Actual molds in which bottles are made are also on display.

## Franco-American World's Fair Booth

Among the hundreds of smaller commercial exhibits at the "Century of Progress" Exposition in Chicago, the "Franco Beauty Salon" has been one of the most successful in capturing the favor of feminine Fair-goers, and the booth rates high in the estimation of Exposition officials and other exhibitors.

The booth presents a very striking appearance. Silver metal strips from the floor to the pale blue ceiling adorn the delicate pink walls. The furniture and equip-



ment, supplied by courtesy of Theodore Koch & Co., of Chicago, is of light green and silver. Operators in tasteful uniforms look after the customers' wants behind the semi-privacy of gaily curtained lattice work. Three women may be accommodated at a time.

Mary Jane Bonney, late of New York City, who is in charge of the "Franco" Beauty Salon, reports that sales are running surprisingly well, with better than one-half of the women who receive make-ups purchasing one or more of the articles used on them a few minutes before. Those who do not buy at the time, are given a booklet on "The Proper Care of the Skin" and are later followed up by one of the company's agents in their own community. Franco has thousands of agents in all parts of the country.

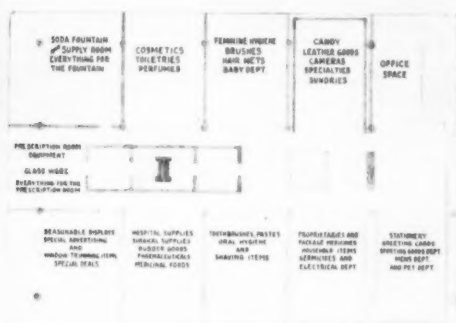
Frederick J. Cyfer, vice-president and general manager of Franco-American Hygienic Co., which was established in 1899, is very enthusiastic about the Fair and also about prospects for increasing business. He reports that May sales for his company bettered the previous month's business by 40 per cent and that June figures will make an equally good showing.

## Instruction in Cosmetic Selling

Beginning June 1 the first serious move to teach the retail druggists the fundamental principles of retailing cosmetics got under way under the direction of Drug Center, educational institute and merchandising clinic of the drug industry, located in the Mart Building in St. Louis. Up until then Drug Center had emphasized the proper operation of the professional side of the drug industry, and the 5,800 druggists in the St. Louis area who are subscribers to the courses of Drug Center have found its working plans to be feasible and intelligent.

Merchandising and display have been an essential part of Drug Center, and model stores and model windows are maintained to teach the rudiments of good drug store management. Special attention is being given to the cosmetic field following a survey made in the St. Louis area that showed drug stores were lagging far behind in the sale of cosmetics.

The reports of two cosmetic manufacturers of their sales in the St. Louis area were highly interesting and prompted the decision of Drug Center officials to stress



FLOOR PLAN OF DRUG CENTER

the merchandising of cosmetics in an educational program. Here are the reports of the two manufacturers:

### COSMETICS SOLD IN ST. LOUIS AREA

	1st Manufacturer	2nd Manufacturer
Department stores	80%	95%
Beauty Shops	10%	2%
Drug Stores	10%	3%

The consensus of Drug Center executives was that the average drug clerk, once he had received training along the proper lines, could do a very intelligent job of selling cosmetics. As a matter of fact, it was pointed out that the reason the department stores lead in cosmetic sales by such a vast margin is due to the fact that the people behind the sales counters in the cosmetic departments of the large stores are capable, trained operators who know their products and who can recommend to their customers the proper type of cosmetic as well as give authentic information about their qualities and application.

That there is a demand for an intelligent training

for the drug trade in the merchandising of cosmetics was voiced within the retail trade itself, and it was the petition of 103 druggists for cosmetic classes that, in a large measure, prompted Drug Center to hurry its plans along that line.

There will be several important features of the proposed classes in cosmetics. A large section of Drug Center has been set aside for a permanent display room for cosmetics, toiletries and perfumes. Here will be maintained actual displays and artistic arrangements of toilet goods articles as adapted to the principles of the finest and best of merchandising plans. Attention-arresting window displays will be arranged.

Drug Center, having the facilities for public demonstrations, will take measures to bring in the public and stage actual demonstrations of the use of toiletries and cosmetics. Publicity will be secured through the press and radio, station KMOX, key station of the Columbia network, being located in the same building.

The courses offered the retail druggist and his clerks will be of three days' duration, and a concentrated educational program including proper sales talk in the merchandising of cosmetics, actual demonstrations of cosmetics and proper display will be taught.

Manufacturers of cosmetics will cooperate in the program that is designed to educate the druggists and bring greater sales which will in turn bring benefits to the manufacturer. It is also proposed to secure, for the courses, the services of men who are regarded as authorities in the cosmetics industry. Not only will these speakers address the classes in cosmetics merchandising, but they will also address the meetings of the general public as well.

## Factor Takes on Consultants

Max Factor & Co., Inc., of Hollywood, Calif., has advised us of the engagement of three men well known in the toilet preparations field for special consulting work in the Hollywood plant.

A. T. Frascati will work with the company on perfume research. He is a graduate of Syracuse University, and has spent some years as a perfumer for several important houses.

Dr. F. A. Marsek will work on rouge and powder compacts and lipsticks. He has been associated with several houses specializing in this work and has also acted in a consulting capacity to other companies in the industry.

Harry Hilfer will be associated with general production work for the Factor company. A graduate of the University of Virginia, he has been connected with the industry for several years.

## Roehl, Glazo Sales Manager

W. J. Roehl has been appointed sales manager of the Glazo Co., Inc., New York, according to recent word from that company. Mr. Roehl has held similar positions for many years, having been for eight years Eastern sales manager of the Ingersoll Watch Co., and for five years Eastern sales and general manager of the O'Cedar Co. He is well acquainted in the wholesale and retail drug trade, as well as in department and chain stores, and brings to his new position a thorough knowledge of the trade with which he will be in close contact.

### deGorin Now with Vantine

A. A. Vantine Products Corp., New York, manufacturers of cosmetics, has advised us of the appointment of S. L. deGorin, make-up artist and cosmetic consultant, as director of drug store demonstrations. Mr. deGorin will have charge of the instruction of sales girls in the art of make-up and the sale of cosmetics through open demonstrations. He has formerly done similar work for several prominent manufacturers.

### "Cutex" Begins Radio Advertising

Phil Harris, versatile young Californian, opened a new program beginning June 23 to be broadcast for half-hours at 9 P. M. (EDST) over WJZ and a coast-to-coast NBC network. The sponsor is the Northam Warren Corp., New York, whose products are "Odorono" and "Cutex." Harris will lead his orchestra, be his own master of ceremonies, and sing in his agreeable bass baritone. His speaking style is genial and lightly humorous.

### Joussein Returns to France

A. Joussein, *administrateur délégué* of Parfums D'Orsay, Paris, sailed for home on the Rev June 3 after a stay of more than a month in this country. Mr. Joussein made his headquarters at the offices of the D'Orsay Perfumeries Corp., New York, American representative of the Paris house, where he conferred with local officials on the promotion of D'Orsay products in this country.

### Foragers to Have Outing

The Foragers of America, an organization of salesmen and executives in the toilet goods field, will hold its annual outing at Green Gables, Long Branch, N. J., June 24. The usual elaborate program of athletic events and the annual ball game have been arranged, and it is expected that the attendance will be up to the level of previous years.

### Ewald Now Retail Specialist

Harry F. Ewald, who recently resigned as managing director of the New York buying office of the Hecht chain of stores, has opened his own office in New York where he will devote his time to specialized service in the retail field. Col. Ewald was for many years associated with Abraham & Straus, Brooklyn department store, as executive merchandising manager.

### European Flowers Losing Scent?

The Chelsea Flower Show recently held in London has confirmed the previous finding of eminent horticulturists, and perfumery chemists, that many of the scents associated with favorite European flowers are losing their charm and power. Musk is an example. The pleasant homely scent of this little yellow mimulus has been lost, and it is reported that only in China does it retain all its former charm and full odor.

There is no doubt that florists are responsible for the loss in scent of musk, as they have sacrificed the old quality for the sake of new forms and varieties. European roses also do not possess the powerful scent which they did a decade ago, and this is undoubtedly due to meddling with Nature's handiwork.

### Grasse "Battle of Flowers"

The annual "Battle of Flowers" which has been for many years a feature of the perfume raw material industry in Grasse was held recently. It resulted in an extremely colorful pageant and display of floats.



## To Make Lemon Tooth Paste

Dee's Manufacturing Co. has been formed in Chicago to manufacture "Dee's Lemon Tooth Paste." The company was organized by Frank De Lugach, formerly a real estate operator.

## Consolidated Litho in Fortune

A recent issue of *Fortune*, deluxe business magazine, contains several unusually handsome lithographed plates showing labels and other materials designed for the tobacco industry. They were presented in connection with two articles on the cigar industry and in a supplementary article it was pointed out that almost all of the lithographing work in the cigar industry was done by the Consolidated Lithographing Corp. of Brooklyn, N. Y.

The latter company is the outgrowth of a connection dating back many years between Jacob A. Voice, president of Consolidated Lithographing Corp., and the former William Steiner Co. Mr. Voice began his business career as a bookkeeper in the plant of that company, but in 1907 left to establish his own business, which became so successful a competitor that in 1926 the merger was effected with the Steiner interests under the name Consolidated Lithographing Corp. Five years later Mr. Voice became president and principal owner of Consolidated.

In the beginning the company's principal business was the manufacture of box labels and cigar bands for the tobacco trade, but rapid expansion into other fields took place and at present a large and growing number of industries are being served with lithographed products by Consolidated. The plant in Brooklyn is one of the largest in the East and while it still produces 75% of all the cigar bands used in the United States, this is now but a small part of its business.

In addition to the lithographing facilities which are complete in every detail including the making of engravings, photo-litho plates, stone, rotary and offset printing, it also has complete plate printing, embossing and finishing facilities for doing a complete job under one roof—a control of product vital in producing finished merchandise.

Its products are well known in the cosmetic and toilet preparations industry where lithographed display material and other work by Consolidated is finding a rapidly growing place.



## F. H. Ungerer Sails

F. H. Ungerer, president of Ungerer & Co., New York, sailed on the *Ile de France* June 17 for one of his regular visits to Europe. He will be gone several weeks, and expects to visit France, Switzerland, Italy and probably England where he will confer with officials of his



F. H. UNGERER

principals in these countries, including Charabot & Co., Grasse; M. Naef & Co., Geneva; S. & G. de Pasquale, Messina, and Stafford Allen & Sons, Ltd., London. As is his custom when abroad, he will be on the lookout constantly for new products, and is confident that on his return he will have several items of interest to manufacturers here.

Interviewed prior to sailing, Mr. Ungerer said he was looking forward with interest to the results of the World Economic Conference now in progress in London. He expressed the hope that the world powers might effect a stabilization of exchange and reach satisfactory tariff agreements—two steps which would eliminate the present uncertainties in the import business and be a decided stimulus to its recovery. Mr. Ungerer will return to this country late in August.

## Wafer, Rossville Sales Manager

Joseph M. Wafer, for a number of years sales manager of the Industrial Chemical Co., New York, resigned June 15 to become sales manager of the Rossville Commercial Alcohol Corp. with offices at 122 East 42nd street, New York. He is well known in the industry, and brings to his new position a fund of knowledge gained through long association with the trade.

Mr. Wafer began his business career in 1917 with Ralph L. Fuller & Co., remaining with this firm until 1921 when he joined William S. Gray & Co. In 1924 he became associated with the Industrial Chemical Co., where he has held the successive positions of assistant sales manager and sales manager until his recent appointment. He is a member of the Salesmen's Association of the American Chemical Industry and the New York Paint, Oil and Varnish Club.

## Ash Starts Business

Arthur Ash, formerly secretary and assistant sales manager of the Reich-Ash Corp., New York, has embarked in business as manufacturers' representative at 425 Fourth avenue, handling novelties. Mr. Ash, through his former connection numbers many friends in the industries served by this journal. They will wish him every success.



## McClure Again Heads Glass Group

The annual convention of the Glass Container Association held recently at White Sulphur Springs, W. Va., re-elected W. H. McClure of the Hazel-Atlas Glass Co., Wheeling, W. Va., president for the coming year. Among the new directors elected was George F. Lang of the Carr-Lowrey Glass Co., Baltimore, Md.

The convention was well attended and manufacturers of containers were more than usually optimistic, principally on the strength of the passage of the beer bill which has materially increased the demand for glassware.

C. R. Stevenson, business manager of the organization, outlined its work during the past year and his report was supplemented by that of Karl L. Ford, research and technical director, who discussed the effect of light rays on food products. Routine committee reports were presented, among them that of the standardization committee which was read by W. S. Richards of the Owens-Illinois Glass Co., Toledo, Ohio, and that of the tariff committee presented by W. R. Leach of the Carr-Lowrey Glass Co., Baltimore, Md.



W. H. McCLURE

## Sun Tube Exhibit at Chicago

Sun Tube Corp., Hillside, N. J., in a striking exhibit at the "Century of Progress" Exposition, Chicago, demonstrates by means of an actual operating plant in the General Exhibits Group Building No. 5, how "Sun" tubes are made. The exhibit is proving to be a center of much interest with the attendance ranging from 180 to 400 while the plant is in operation.

Record attendance, however, was achieved soon after the opening of the exhibit when William Suggs, mechanical superintendent of the exhibit, and Miss Anna Shucks, a forelady in the Hillside plant who was also delegated to the exposition, were married. The marriage ceremony was performed in front of the machinery. A dinner was given after the ceremony to the couple who have the honor of being the first to be married at the Exposition.

## Compagnie Duval's Sample Display

The new reception room of Compagnie Duval, New York, has now been practically completed. An unusual feature is the comprehensive list of samples of Duval products in attractively designed uniform bottles. The products have been diluted to 10 per cent strength, it being the opinion of F. W. Heine, president of the company, that in this way the customer can more readily ascertain the true odor of the product in the form in which it will be marketed. The entire set-up of the reception room is very attractive with comfortable facilities for visitors.

## Dr. Ernest S. Guenther Married

Mr. and Mrs. Samuel F. Streit, of New York City, announced the marriage on May 20 of their daughter, Miss Nanette Streit, to Dr. Ernest S. Guenther. Dr. and Mrs. Guenther sailed on May 24 on the *Albert Ballin*, and will spend the summer in Europe where Dr. Guenther will continue his work on essential oils and natural flower products. On their return they will make their home in New York.

The bride attended the Brearly School, New York, the Masters School in Dobbs Ferry, N. Y., and Miss Nixon's School in Florence, Italy, and was introduced to society last autumn at a dinner given by her parents at the Colony Club.

Dr. Guenther is well known to our readers as chief research chemist of Fritzsche Brothers, Inc., New York. He was educated in the University of Zurich, Switzerland, from which he was graduated in 1920. He took his Ph.D. under Professor P. Karrer at the University of Zurich, and started work on essential oils and natural flower oils as assistant to Professor A. Hesse at the German Chemical Society in Berlin. He was for some time connected with the German perfume house of Gustav Lohse, and since 1924 has been associated with Fritzsche Brothers, Inc. He is widely known as an expert on the production and analysis of essential oils, and has written many technical articles covering his research which have been published in *THE AMERICAN PERFUMER* and other magazines.

## Fitch Recovers From Illness

We are pleased to report that F. W. Fitch, president of F. W. Fitch Co., Des Moines, manufacturer of cosmetics, is back at his desk after a rather severe illness.

## F. J. Lueders Named Vice-President

At a meeting of the board of directors of George Lueders & Co., held in New York on June 2, Frederick



FREDERICK J. LUEDERS

J. Lueders, son of the late George Lueders, was elected vice-president. Mr. Lueders has been associated with the company for several years, and was recently made assistant-secretary. He is well known throughout the industry, and has been active in association work as member of the convention entertainment committee of the A. M. T. A.

George J. Waegelin, who has been connected with the company for many years, was elected to the board of directors to fill the unexpired term of the late George Lueders.

## Tietjen Now with Buedingen

Charles H. Tietjen has been appointed New York representative of the Ferdinand Buedingen Co., Inc., Rochester, N. Y., with offices at 122 East 42nd street, telephone CAledonia 5-7042.

### Verley Represents Christo Christoff

Albert Verley, Inc., Chicago and New York, has advised us of its appointment as exclusive representatives in the United States and Canada for Christo Christoff, Kazanlik, Bulgaria, distiller of otto of rose. The Christoff firm has several plants advantageously located in the valley of the roses, and its products are well known in this market. Stocks will be available in both New York and Chicago.

### New Representatives for Hopkins

J. L. Hopkins & Co., New York, manufacturers, millers and importers of crude drugs, have appointed Harold S. Deane Chicago representative. Mr. Deane will cover the Middle Western states of Illinois, Indiana, Michigan and Wisconsin. George N. Cox will represent the company in the states of Kansas, Oklahoma, Arkansas and Eastern Texas.

### St. Alphonse Sails for London

Montgomery St. Alphonse, secretary and treasurer of W. J. Bush & Co. (Canada), Ltd., Montreal, with Mrs. St. Alphonse and their two young daughters, sailed on the *Empress of Britain* June 10 for a visit to the parent house, W. J. Bush & Co., Ltd., London. Mr. St. Alphonse visited New York shortly before sailing, conferring with officials of W. J. Bush & Co., Inc., the United States affiliate of the Bush interests. The accompanying picture was taken at Mr. St. Alphonse's home in Montreal shortly before the family sailed for their annual trip.



### Euler Offices Moved

C. G. Euler, New York, importer of essential oils and agents for Th. Shipkoff, Ltd., Sofia, Bulgaria, otto of rose, is now located in more convenient quarters on the ground floor of the building at 4-6 Platt street. Adequate and comfortable office space is supplemented by improved warehouse and shipping facilities. The new quarters are located in the heart of the downtown drug and essential oil center.

### Atlantic Pharmacal Co. Moves

Atlantic Pharmacal Co., Boston, manufacturer of "Apco" products, has moved to larger and more convenient quarters at 204 Milk street. The company had been located for several years at 216 Milk street. Dowd's New England Merchandisers have been appointed sales representatives of the company in New England. A number of new products have been added to the line.

### Huffman Finds Business Improved

The canning and can making industries are both sharing in the marked improvement in business conditions, O. C. Huffman, president of Continental Can Co., Inc., said in a statement on sailing recently on the *Bremen* for a short business trip to Europe.

"In our own company," Mr. Huffman said, "sales tonnage for the first four and one-half months of this year was approximately equal to that of a year ago. For the first ten days of May, our sales have increased in volume 24 per cent over those of the same period last year, indicating recent improvement at an increasing rate in the many and diversified industries which we serve."

"Stocks of canned fruits and vegetables are lower now than they have been for several years. The reports we are now receiving from the principal agricultural sections indicate planting of increased acreages for most canning crops this year. For corn and peas this increase is variously estimated at between 10 and 15 per cent."

"The trend toward higher prices of all commodities together with the improved statistical position of canned foods, naturally has resulted in better prices for the canners' products and should tend to improve their financial position."

There is growing confidence among distributors of canned products of all kinds, Mr. Huffman concluded, based on recent strong buying demand.

### Marriage of Robert E. Felton

We have received an announcement of the marriage of Robert E. Felton to Miss Julia Paillet, daughter of Mr. and Mrs. Louis Paillet, of New Orleans. The ceremony was performed at the home of the bride on May 28. Mr. Felton is a nephew of Dr. Joseph Felton, president of the Felton Chemical Co., Brooklyn. He was graduated from Union College where he specialized in chemistry. After graduation he joined the Felton Chemical Co., and is now manager of the New Orleans office, which takes care of the trade throughout the Southern territory.

Mr. Felton has many friends in the trade in and about New York, and visited some of them in the course of a trip of about ten days in the metropolitan section early in June.

### Watson on Extensive Trip

Rupert C. Watson, of Ungerer & Co., left New York June 3 on a seven weeks' trip which will take him to the principal cities in the Middle West, Northwest and Pacific Coast territories. He will visit Ungerer representatives in these localities and will work with them in contacting customers. He will devote most of his time during the trip to the promotion of the synthetic aromatic chemicals and perfume specialties of M. Naef & Co., Geneva, Switzerland, for which Ungerer & Co. is American representative.

### Sefton Can in New York

Sefton National Fibre Can Co., St. Louis, has established Eastern representation with offices at 250 Park Avenue, New York City. Curtis W. Shields, Jr., has been appointed manager of this office.

### New Directors for Drug Section

The Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., has added four new members to its executive committee, making a total of ten representatives. The Committee deemed it advisable to add these new members in order to be of more service to the industry. The four additional members are James Chilcott, vice-president of the Maltine Co.; James Hayes, New York manager of Eli Lilly & Co.; A. A. Wasserscheid, New York manager of the Mallinckrodt Chemical Works, and Paul Muller, New York manager of the Owens-Illinois Glass Co.

### du Pont Increases Carrollville Operations

Operations at the Carrollville, Wis., plant of E. I. du Pont de Nemours & Co. were stepped up during June with all employees working on a full-time basis. Approximately 400 workers are affected by the increase in hours of employment. Sales of dyestuffs manufactured at the Carrollville plant have shown a tendency to increase in the last month, it was said.

### Estrin, Para Sales Manager

Richard I. Estrin is now connected with the Para Laboratories, Inc., New York, as sales manager. The company has taken additional space in the building which it has been occupying at 369 Third Avenue, and the plant now consists of more than 75,000 square feet of floor space.

### Dr. Marks Heads Chemists' Club

Dr. Lewis H. Marks, executive secretary of the Industrial Alcohol Institute, has been elected president of the Chemists' Club, New York. He had served as chairman of the club's house committee for the last five years, and was considered an important figure in the reorganization of the club in 1929.

### Procter & Gamble Repairing Plant

Procter & Gamble Co., Cincinnati, has announced that during the next three months repairs and alterations in the factory at Fort Ivory, Staten Island, N. Y., will be undertaken. A large amount of new machinery will be added, and the cost of the project is estimated at \$120,000.

### Dentifrice Manufacturer to Move

The Clifton Hogshead Chemical Co., manufacturer of dental powders, plans to move its plant from Norfolk to Waynesboro, Va. It is expected that the new location will provide the company with better facilities in shipping and labor.

### Roland Coty Director of Coty, Inc.

Roland Coty, son of François Coty, head of the house of Coty in Paris, has been elected a director of Coty, Inc., New York, succeeding Louis René Marais.

### Soap Plant Increases Space

The Manufacturers Soap & Chemical Co., Cleveland, Tenn., has recently completed an extensive addition to its plant.

### Saturday Closing During Summer

The entire essential oil trade, combining the membership of the Essential Oil Association of the United States, has agreed upon the usual Saturday holiday during the months of June, July and August. The entire trade will be closed on Saturday during these three months, and customers are urged to anticipate their week-end requirements so that no difficulties will be encountered in conducting their business.

### Organize Milton Chemical Co.

Milton Chemical Co., manufacturing chemists, has been organized with a plant at Milton, Pa. The company expects to manufacture a complete line of cosmetics, but is beginning production on tooth paste and a deodorant.

### Picciano Lectures at Rotary Club

At a recent meeting of the Ossining Rotary Club, D. E. A. Picciano, vice-president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., and an active Rotarian of the Croton Rotary Club, set up a miniature laboratory and manufactured lilac toilet water. Mr. Picciano



D. E. A. PICCIANO

described the process of manufacturing the toilet water and the ingredients employed, none of which came from lilac flowers, as well as the general methods used in the manufacture of perfume raw materials. He distributed the toilet water which he made to the members.

Summarizing perfume work, Mr. Picciano said: "A perfume cannot be composed entirely of synthetic products. Not because of any objectional quality inherent in its synthetic constituents, but because some obscure element in the flower oil might be lacking. The right result can be obtained by the addition of suitable floral oils. The scent of a single odorous substance, whether animal, vegetable or synthetic, is like a single note without overtones. The odor of a fine perfume is a blended harmony or combination of odors in which a recognized note predominates. It is like a chord played on an instrument rich in overtones. The art of the perfumer aims, like the other arts, to delight the senses. It takes a cultivated nose to appreciate perfume fully, just as it takes a cultivated ear and eye to appreciate music and paintings."

### Begins Cosmetic Production

Mason City Laboratories, Mason City, Ia., has begun the production of flavoring extracts, cosmetics and spices, and will sell direct to the consumer. Salesmen are already covering Iowa, Illinois and Minnesota.

### Johnson Perfume Increases Capital

Johnson Wholesale Perfume Co., Inc., Waterbury, Conn., has increased its authorized capital from \$50,000 to \$100,000.

## Commencement of Philadelphia College

The Philadelphia College of Pharmacy and Science held its 111th annual commencement on June 7. H. K. Mulford, of the National Drug Co. and founder of the H. K. Mulford Co.; Jacob L. Nebinger, former retail pharmacist and now a member of the faculty of the Philadelphia College, and Dr. Theodore J. Bradley, of the Massachusetts College of Pharmacy, were honored with the degree of master of pharmacy. In addition to the honorary degrees, 161 degrees and certificates in course were conferred upon students from virtually every part of the United States and some foreign countries.

The Alumni Association elected John W. E. Harrison, of the class of 1917, as president for the coming year.

## Louis Koster Visiting America

Louis Koster, partner of Koster-Keunen, Aalst, Holland, arrived on the *Bremen* June 7 for a four months' stay in the United States. He will make his headquarters at

the American plant at Sayville, N. Y., and will collaborate with his brother, Alphons Koster in the further development of the American business of the company.

The company was established in 1852 in Aalst, Holland, where a large sun-bleachery was operated. Prior to the war it was interested also in a beeswax sun-bleachery in Orleans, France. The American bleachery in Sayville was established in 1932 by Alphons Koster, who has had over 44 years of experience in the beeswax business.

The company is represented in the Mid-West by Walter H. Jelly & Co., Chicago.



ALPHONS AND LOUIS KOSTER

## Dépland Sails for France

Paul L. Dépland, general manager of Roger & Gallet, New York, sailed on the *Paris* June 10 for a brief business trip to Paris. He will consult with the principals of the company in the Paris office, returning to this country in about four weeks.

## Bourguet Sails for Europe

C. H. Bourguet, general manager of Lautier Fils, Inc., New York, expects to sail for Europe on the *Rex*, June 24. Mrs. Bourguet and their son René will accompany him. They will leave the ship at Palermo, touring the Island of Sicily and going thence to Reggio, Naples, Rome, the hill towns, the Italian lake country and on to Grasse, where Mr. Bourguet will confer with François Morel and other executives of Lautier Fils and also observe the production of floral crops. They expect to return to the United States about the middle of August.

## Leverhulme Fund for Research Fellowships

The will of the first Viscount Leverhulme, founder of Lever Bros., Ltd., London, directed that the income arising from part of his estates should be devoted to the granting of scholarships for research and education. In pursuance of this direction the trustees of the will have now resolved to devote from income of the fund the sum of £12,000 per annum to the establishment of a scheme of research fellowships.

These fellowships are intended in the first instance for the assistance of experienced workers rather than to add to the provision already existing for workers in the early stages of their careers. The trustees have decided, therefore, to place no definite limit to the amount of individual grants, which will be adjusted according to the circumstances of each particular case. The duration of grants will normally not exceed two years.

Fellows will usually be required to work at or in connection with a recognized center of research, either in Britain or abroad. No subject of inquiry is excluded from the scope of the scheme; but under present conditions the trustees intend that preferential consideration should be given to subjects in which the existing provision is inadequate.

Applications and all inquiries and communications in connection with the scheme should be addressed to the Secretary, Leverhulme Fellowship Scheme, Union House, St. Martins. le-Grand, London, E. C., who will furnish further information and a schedule of the particulars required.

## Superior Sales Anticipates Improvement

We have received an interesting letter from the Superior Sales Corp., Tulsa, Okla., outlining conditions in that state and commenting very optimistically on the trend of business in the West. We quote from this letter as follows:

"We know it will be of interest to you to learn that there is a general trend of optimism in the Southwest which has the 'ear marks' of prosperity, and it is our belief that with the unraveling of our financial and credit structure, America is on the road to a speedy recovery in all lines of business. We are mighty proud that every national bank in the state of Oklahoma opened its doors with no restrictions on withdrawals, and are confident our state banks will be found worthy of similar recognition within the next few days."

## Offers World's Fair Service

The Merchandise Mart Chamber of Commerce, Chicago, of which several of our readers and advertisers are members, has created a special service for members of the trade visiting the Century of Progress Exposition. The association has reserved a thousand rooms in hotels, private apartments and bungalows in order to provide accommodations at the proper charge for any one visiting Chicago during the fair. An information bureau is furnishing all necessary information, buyers' guides, etc., and upon request will receive, forward and hold mail. Lounge and letter-writing rooms, information service on tours, railroad tickets and other matters are available from the Merchandise Mart Chamber of Commerce at no cost.



## Chicago Trade Notes

**C**OLFAX LABORATORIES have moved their laboratory and offices to 617-621 North LaSalle street. They also announce that Dr. J. Scott, formerly of France, has been appointed vice-president and will also be in charge of the manufacturing department. The concern has a display booth in the "Oriental Village" displaying its "Sultana" products and also another booth in the "Spanish Village" for the "El Cutis" brand products, consisting of creams, powders and lotions.

### June Golf Tournament Scores

The Golf Auxiliary of the two Chicago associations held its June tournament at the Medinah Country Club, and some excellent golf was played as the accompanying scores indicate. The winners were:

#### Class A.

A. C. Drury, A. C. Drury & Co.—83-10-73.  
John Wilhelm, Geo. Lueders & Co.—83-9-74.  
Al Stephan, Roessler & Hasslacher Chemical Co.—89-10-79.

#### Class B

Ed. Davis, Davis & Davis Co.—83-12-71.  
Walter H. Jelly, Walter H. Jelly & Co.—89-16-73.  
H. Elwell, Pennsylvania Oil Co.—91-18-73.

#### Class C.

H. Hitzeman, Attorney for Perfumery, Soap & Extract Association—102-30-72.  
J. A. A. Scott, Merck & Co.—106-30-76.  
C. L. Drum, Owens-Illinois Glass Co.—108-28-80.

### Congratulating William H. Schutte

If congratulations to a grandfather are in order they are hereby extended to William H. Schutte, Chicago representative of P. R. Dreyer, Inc., on the birth of a son to Mr. and Mrs. John H. McGuire, Jr. The youngster who arrived June 10, weighed 7 pounds, six ounces. We think they ought to call him "Bill."

### Next Tournament July 18

The Golf Auxiliary of the Chicago Perfumery, Soap & Extract Association and the Chicago Drug & Chemical Association will hold its July tournament at the Bob 'O' Link Country Club, July 18.

### Pepsodent Broadcasts New Product

Amos 'N' Andy are now broadcasting to their many radio friends, the news of Pepsodent's latest product called "Junis," which is an all-purpose face cream.

### Van Ameringen Chicago Visitor

A. L. van Ameringen, president of van Ameringen-Haebler, Inc., New York, was a recent visitor to Chicago where he attended the convention of the Insecticide & Disinfectant Manufacturers Association.

### Death of I. Dohnal

Ignatz Dohnal, president of Kraut & Dohnal Co., passed away May 17, at his home in Maywood, Ill.

### Death of Benjamin Heller

Funeral services for Benjamin Heller, founder and president of B. Heller & Co., chemical manufacturers, were held on May 23. Mr. Heller was very active in the chemical business, and enjoyed the friendship of all with whom he came in contact. He was very charitable, possessed unusual executive ability, and with his pleasing personal character succeeded in building up a very successful business in food materials and chemicals. He died at the age of 64 years, and leaves his widow, two daughters, Mrs. Fred Livingston and Mrs. Allen Altheimer, and one son, Preston B. Heller, who is connected with the business. His brother, Albert Heller, is expected to assume charge, and will retain his former connection as secretary and treasurer.

### Death of Corydon A. Reed

Corydon A. Reed, president of the Illinois Cosmetics Co., passed away on Friday, May 12, in his home in Oak Park, Ill. Mr. Reed was formerly president of the Crofts & Reed Soap Co. He started his career back in 1880 making soap in a wash boiler, and then selling it from house to house. From this modest beginning, he built up a business, the sales of which amounted to around \$1,250,000 a year. The onset of the war and impaired health forced him to retire from active business for about five years. Later he formed the Illinois Cosmetics Co., of which he remained as president. He was 69 years old, and leaves his widow, Mrs. Martha Reed, and one daughter, Mrs. Helen McBane.



THE LATE  
CORYDON A. REED

### Meetings Closed for Summer

The Chicago Perfumery Soap & Extract Association will discontinue its monthly luncheon meetings during the months of June, July and August, and will resume with the September meeting.

### Brenn a Chicago Visitor

J. L. Brenn, president of the Huntington Laboratories, Huntington, Ind., attended the convention of Insecticide & Disinfectant Manufacturers at the Edgewater Beach hotel in company with Clarence Sequin. He will remain in Chicago for several days to visit the "Century of Progress."

### Kirk Pushing New Products

Walter R. Kirk, Inc., is now engaged in an active advertising campaign featuring its two new soap products called "Fancy Dress Family Soap," a white bar soap, and also "Fancy Dress Hard Water Soap Flakes." The company reports a very generous demand for both products from dealers as well as the consuming trade.

## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

### Air Conditioning

HANDBOOK OF TEMPERATURE AND HUMIDITY MEASUREMENT AND CONTROL, by M. F. Béhar. 420 Pages. Cloth. Instruments Publishing Co., Pittsburgh, Pa.

This volume comprises parts 2 and 3 of the *Manual of Instrumentation* by this author. Others will be issued during the coming year. It describes the theory of temperature and humidity, and explains in detail both the theory and practice of measurement and control in industrial work. Instruments and equipment as well as design and construction are thoroughly covered, and the book is illustrated profusely with charts, diagrams and half-tone reproductions. Tables covering the subject matter in considerable detail are given in the appendix. The work is very complete and should be of great value to the industrial plant manager who needs temperature and humidity control in his operations.

S. L. M.

### A Spanish Formulary

FORMULARIO EXPERIMENTADO PARA PERFUMES, COSMETICOS, JABONES, LICORES, VINOS Y JARABES, by Guido Zamarini. 311 Pages and Index. Paper. Imprenta Frederico E. Graue, Mexico City, D. F. 1932.

This is the first comprehensive formulary and guide to raw materials in Spanish which has come to our attention. The author is an expert in his field and is well equipped through long experience as well as education for the preparation of such a work, having been connected with the essential oil and consuming industries in Mexico for many years.

The work is divided into several sections. The first discusses perfumes and cosmetics, giving both type and detailed formulas with an explanation of the technique of their manufacture and some discussion of raw materials. Part 2 consists of a very complete dictionary of raw materials, both natural and synthetic, with a list of chemical and physical properties, discussion of uses, odors, etc. The third part deals with soaps, the fourth with wines and liquors, and the fifth with soft drinks. All of the latter three are elaborately described and adequate formulas are given for the guidance of the manufacturer.

The book compares favorably with any of the numerous formularies available in English, French or German, and fills a definite need in the growing industries of the Spanish speaking nations.

S. L. M.

### Of Great Interest

R. Sheldon Bamber, Glasgow, Ireland

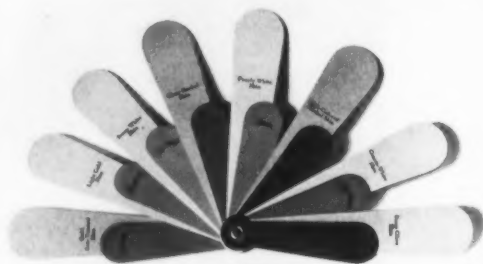
We find the publication of great interest and would not like to be without it.

## Circulars, Price Lists, Etc.

**Dorothy Gray Co., Ltd., New York.**—*Color Fan.*

—In a campaign to solve all make-up puzzles, Dorothy Gray points the way out of the cosmetic maze to a series of scientifically correct make-up ensembles with the assistance of its new color fan, shown here. One of the foremost color engineers of the country solved this first accurate representation of skin tones, and by a brand new color process has caught the slight differentiations between Nature's eight skin types.

This fan is the scientifically exact determination of the tonal values of the skin, eliminating all uncertainties and worries. Each of the eight separate fan panels (one for each skin-type found through examination of some 20,000 faces) is accompanied by a smaller panel, bearing the correct shade of rouge. All Dorothy Gray rouges have a corresponding lipstick, with the same name such as, "Tawny" rouge and "Tawny" lipstick; "Flamingo" rouge and "Flamingo" lipstick. This de-



vice makes it easier to select Dorothy Gray cosmetics with precise color coordination.

By placing the fan against the little hollow of the shoulder blade or against the throat, the correct skin tone may be found. Then the rouge and lipstick indicated by the nearest red panel of the fan will give the perfect make-up.

Color fans are now used for make-up analyses at all the smart shops and stores where Dorothy Gray products are sold and in all the Dorothy Gray salons.

**Givaudan-Delawanna, Inc., New York.**—*"The Givaudanian."*—The May number of this newsy house organ of eight pages contains reviews of the important current events in the industry, including a report of the A. M. T. A. convention and the latest news from the Capital regarding proposed legislation vital to the toiler goods trade. A feature of the booklet is the series of notes from chemists in the Givaudan laboratories, both here and abroad, which describe the results of their unceasing efforts to develop new products for the perfumer and soap maker.

**Hymes Brothers Co., New York.**—The company is now preparing a catalog of essential oils and aromatic chemicals, etc., for June, and expects to mail this to the trade about June 25.

**American Beauty Nail Polish Co., Inc., New York.**—*Circular on Improved Product.*—"The sales resistance of the liquid cream polish in the past has been separation, the cream being too visible to the consumer, causing the natural question, "How long must I shake it?" After much experimenting the American Beauty Nail Polish Co., Inc., has now developed and improved this product, not alone eliminating the bad feature, but vastly improving its lustre and durability."

\* \* \* \*

**Vadco Sales Corp., Long Island City, N. Y.**—"Profit by Using Your Own Products."—This folder has been sent out to the stockholders of the company, urging them to use the products of the firms forming the ten divisions of the Vadco Sales Corp., and gives a brief description of the products sold by the various divisions together with a group photograph of the packages.

\* \* \* \*

**Fritzsche Brothers, Inc., New York.**—*Wholesale Price List June, 1933.*—This is the usual monthly price list of essential oils, aromatic chemical preparations, flavors, etc. On a separate slip is attached a notice of the company's Saturday closing during June, July and August, with a request to its customers to anticipate their requirements accordingly. Branch offices, however, will be open as usual.

\* \* \* \*

**Bakelite Corp., New York.**—"Bakelite, Information."—The feature of the May issue of this interesting little newspaper is the announcement of "Impact," a new molding material of "far greater strength than former similar products." The company recommends it especially for industrial uses. It consists of fibrous products impregnated with "Bakelite" resinoid, and is said to be very reasonable in production cost.

\* \* \* \*

**Rossville Commercial Alcohol Corp., New York and Lawrenceburg, Ind.**—*Alcohol in Moving Pictures.*—The May issue of *Rossville Alcohol Talks* discusses the research work done by various people for perfecting the talking motion picture machine and the progress made in its development. It describes the use of alcohol in the production of talking moving picture films and points out the importance of this product in their manufacture.

\* \* \* \*

**Phoenix Metal Cap Co., Chicago, Ill.**—"The Flame," June, 1933.—This exceptionally attractive number has a double cover of silver foil and red paper, and contains an interesting description of the Century of Progress Exposition, together with photographs of some of the buildings and displays. It also contains illustrations of new containers capped with "Phoenix" closures, and the pages are enhanced by decorative blue and beige borders and designs.

\* \* \* \*

**General Plastics, Inc., North Tonawanda, N. Y.**—"Closure News."—The June issue of this folder contains the usual valuable tips on packaging and illustrations showing successful packages in which "Durez" has been employed in the make-up. R. G. Cooper, of Detroit, is featured on the designer's page.

**American Arbitration Association, New York.**—"Circular on arbitration provisions in codes of fair competition."—This circular urges industries and associations now engaged in the drafting of codes under the National Industrial Recovery Act to insert therein sections for the arbitration of commercial dispute. These, according to the circular, may take two forms, one where both trade practices and labor conditions are governed under the same code, and another where trade practices but not labor conditions are governed.

\* \* \* \*

**Superior Sales Corp., Tulsa, Okla.**—*Captive Caps for Tubes, Cans and Bottles.*—This folder describes the "Acorn Valve Cap" and points out the advantages in its use. By means of illustrations, the company in a very interesting manner compares the "advantageous features of its cap on tubes over the ordinary cap," and also shows bottles of different sizes and shapes on which "Acorn Valve Caps" are applied.

\* \* \* \*

**Edward T. Beiser Co., Inc., Riverside, Conn.**—*1933 Price List.*—This contains a complete list of essential oils, aromatic chemicals, specialties and perfume materials, including the products of P. A. Bompard, Antibes, France, and Chauret Fils, Grasse, France, for which the company is sole American agent.

\* \* \* \*

**Giles Can Co., Chicago, Ill.**—"The Candle," June, 1933.—This number is devoted to a description of the Century of Progress Exposition and contains attractive photographs of some of the buildings.

## New Materials

**UNDER** this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

**P. R. Dreyer, Inc., New York.**—"Undidecol" Jean-Pierre—"A distinctive new perfume material of interest to perfumers requiring a lily type note of greater fineness than hydroxy citronellal. The substitution of undidecol for hydroxy citronellal results in a marked improvement in the freshness and top-note of the oil in which it is employed. Offered at advantageous prices."

## Research on Emulsions

W. Clayton, D.Sc., F.I.C. (*Manufacturing Chemist*, April, 1933, p. 100) describes current research affecting emulsions. The article is more or less a review of past experiments, although numerous original experiments are included. The article is a little too difficult to digest for the ordinary trained technician. Types of emulsions, cybotactic conditions of liquids, interfacial tension, interfacial films and Robert's theory of emulsions are discussed.

## Interesting and Valuable

E. M. Jewell, Fairport, N. Y.

Have been a subscriber for many years and never fail to find interesting and valuable information in each issue.

## New Incorporations

Gabilla, Inc., 19 West 18th street, New York, cosmetics, toilet articles; \$1,000.

Park Avenue Perfumers, Inc., 46 West 29th street, New York; perfumes, cosmetics; \$5,000.

Pierre Amouroux, Inc., RKO building, Rockefeller Center, New York, cosmetics; 100 shares no par value stock.

Naturalway Laboratories, Inc., Yonkers, N. Y., cosmetics; \$20,000. James T. Lewis, 30 South Broadway, Yonkers.

Morris View Corp., Yonkers, N. Y., toilet articles; \$2,500. Walsh & Baird, 16 South Broadway, Yonkers.

Ethical Products Corp., cosmetics; \$2,000. Ben B. Lifflander, 521 Fifth avenue, New York.

Aromart Co., Inc., perfumes, flavoring extracts; \$20,000. Rosedale & Cohen, 18 East 41st street, New York.

Verna Dale, Inc., cosmetics; 200 shares no par value stock. David Krause, 420 Lexington avenue, New York.

Vienna Institute, Inc., cosmetics; 6 shares no par value stock. Heller & Gottlieb, 450 Seventh avenue, New York.

L'Manda Preparations, Inc., cosmetics; 100 shares common stock. Milton R. Goldstein, 16 Court street, Brooklyn.

Les Parfums Worth de Paris, 120 West 41st street, New York, perfumes, cosmetics; \$2,000.

Eagle Soap Co., Inc., soaps, candles; 100 shares common stock. Florence Simowitz, 150-15 84th Road, Jamaica, N. Y.

Manbro Chemists, Inc., cosmetics; \$1,000. Ralph Honig, 1501 Broadway, New York.

Jane Cloud, Inc., cosmetics; 100 shares no par value stock. Henry Woog, 150 Broadway, New York.

N. Corotneff Laboratories, Inc., cosmetics; 100 shares no par value stock. Henry Woog, 150 Broadway, New York.

Bergere Sisters, Inc., 2388 Broadway, New York, hair goods; \$25,000.

Carmelita Gomez, Inc., cosmetics; 200 shares no par value stock. MacNeil Mitchell, 36 West 44th street, New York.

Import Brands, Inc., toys, games, toilet articles, cosmetics; 200 shares no par value stock. Hutchins & Todd, 120 Broadway, New York.

Modern Eve Co., Inc., cosmetics; 200 shares no par value stock. Robert Moers, 370 Lexington avenue, New York.

Manikin Products, Inc., fat reducing foods, lotions, creams; \$10,000. Reuben M. Cohen, 9 East 40th street, New York.

Scherr's Jobbing House, Inc., cosmetics; \$10,000. Abraham B. Hertz, 2 Lafayette street, New York.

Lip-Stick Ring Co., Inc., jewelry; 200 shares no par value stock. Victor McLean Day, 22 East 48th street, New York.

Beau-T-Wave Sales Corp., 123 Fifth Avenue, New York, commission merchants; 100 shares no par value stock.

## Pocket Case with Cosmetic Materials

German Patent 540,356 of August 13, 1929. (Priority in France as from April 4 and July 27, 1929.) Cleo Paton Né Paton, Paris. The invention consists of a case for the absorption of cosmetic materials, one of which is liquid. For example the case is able to absorb or take up solid and liquid paints and at the same time it is advantageously arranged for the extraction of these materials for purposes of use.

Cases for fluid cosmetic materials have already become known in which the carrier of the liquid is furnished with a wick for the discharge or delivery of the liquid material, this wick absorbing the liquid. However, the use of a wick is unpleasant, for the reason that the liquid may easily trickle out and be lost. As against this, the liquid cosmetic material, according to the invention, is lodged in a rigid capsule that is interchangeable and independent of the body of the case, the capsule being filled with an absorbable substance projecting from the end of the capsule that tapers to a point. By the use of an absorbable substance instead of a freely projecting wick there are avoided the disadvantages that are involved with the use of a wick. The cosmetic material is absorbed by the absorbable filling and is slightly released only in a rather weak, thin layer, for example upon applying. Furthermore it is possible after the capsule has become empty to replace this capsule very easily with a full one.

**Patent Claim:**—Pocket case for the absorption and delivery of several cosmetic materials, one of which is a liquid one, for example solid and fluid paints, characterized by the fact that the part absorbing the liquid material consists of a rigid, interchangeable capsule independent of the body of the case, which capsule is filled with an absorbable substance, which somewhat projects from out a tapering end of this capsule. (6 drawings attached to the patent.)

## Viscosity of Oils

BRITISH PATENT NO. 385,306. Viscosity of greasy oils. The inventors claim that the addition of essential oils reduces the viscosity of greasy oils. According to the invention a greater quantity of essential oil is used than previously incorporated, but the quantity is not to exceed 10%. They discuss formulas relating to the invention as well as methods of manipulation. The inventors claim that oils so treated can be very readily absorbed, thus not soiling clothes, and leave no trace of greasiness. The inventors claim that the change of viscosity follows a law, which can be expressed by a hyperbolic curve. Examples are given.

## Beeswax under Ultraviolet Rays

E. Kraus (*Fettchem. Umschau* 40, 51, 1933 through C. A. 27, 2594, 1933) claims that neither foreign nor domestic beeswax shows sufficiently definite characteristics in ultraviolet light for determining the origin. Mixtures with paraffine show a blue luminescence. Ceresin shows an increased luminescence as compared with paraffin. The author concludes by stating that no definite conclusions can be drawn since the luminescence could be covered by artificial dye. Tables on the behavior of beeswax, pure and adulterated in ultraviolet light, are given.



# Canadian News and Notes

**A**RRANGEMENTS have been completed whereby Wellman Sales, Ltd., and British American Agencies, Ltd., will join forces. For the time being they will operate as British American Agencies, Ltd., with address at 187 Dufferin Street, Toronto.

Murray Wellman has been appointed president and also a director of British American Agencies, Ltd. He will shortly leave on a trip across Canada, meeting old and new friends in the trade.

As a result of this amalgamation, British American Agencies, Ltd., will now be handling the lines formerly handled by Wellman Sales, Ltd., which are "Ambrosia," "Admiracion," "Thinc" hand cream and "Cover-Mark."

Mr. Wellman is a well known figure to the wholesale and retail trades in both Ontario and Quebec, and, although he is one of the younger manufacturers' agents connected with the trade, he has achieved considerable success in a few years' time. By joining with British American Agencies he has considerably broadened his field of endeavor.

## Mennen to Absorb Tax

The Mennen Co., Ltd., has announced that it is again cooperating with the retail trade by absorbing the biggest portion of the new 10 per cent luxury tax as well as the existing 6 per cent sales tax. The company states that it is passing on to the trade only a small part of these taxes in the form of a surcharge based as follows: items listed at \$2 per dozen, surcharge 12 cents per dozen; items listed at \$3 per dozen, surcharge 18 cents per dozen; items listed at \$4 per dozen, surcharge 24 cents per dozen, and so on according to value.

The company is also announcing a special purchase offer of a carton of two half-dollar tubes of Mennen's "Brushless Shave" free to all retailers purchasing an assorted \$6 quantity of Mennen goods either through the Mennen salesman or through the jobber. The two tubes of Mennen's "Brushless Shave" come in special counter containers together with a window streamer.

## Roberts Finds Business Better

Walter E. Roberts, sales manager of Norman S. Wright & Co., Ltd., Toronto, recently returned from a trip to the Western Coast. He reports that more optimism is now being shown than for some time by retail druggists throughout Western Canada territory.

"Retail druggists are now talking about better business as though they have come to sense that it is actually on the way," Mr. Roberts reports. "There are two main reasons for this. One is the higher price of wheat—this is the chief factor. Then, also, farmers who previously believed that they could not make money even when wheat was selling at a comparatively high price, now seem inclined to admit that they can make good profits on wheat at much lower prices. Naturally, this causes retailers in all lines to feel better and talk more optimistically."

Mr. Roberts is to leave shortly on a business trip to the Maritime Provinces.

## Tamblyn Apologizes to Government

G. Tamblyn, Ltd., Toronto chain druggists, in an advertisement recently apologized to the Government for a statement in connection with the new cosmetic tax made in a recent advertisement. The statement in question was that the company was sorry that owing to the new 10 per cent tax imposed by the Government it would be forced to charge the public an extra 10 per cent on all toilet articles. Correspondence followed this statement between the authorities at Ottawa and G. Tamblyn, Ltd., and as a result the following statement was published by the latter:—

"The Government takes exception to this statement and after some correspondence insists that we retract the statement, they claiming that the tax is on the cost price to us, not on the selling price to our customers. They are absolutely right, because the law distinctly says so, but we claim, and think we can prove, that any profit that we make through the difference is negated by a lower percentage of profit. We might say that his view is apparently general, as practically every retail firm of any consequence is using our system and figures for their increased prices. However, the Government thinks we are wrong, so we herewith make this announcement as a detraction and an apology to them. As a matter of fact, we have received only two complaints in our office regarding this new tax, so we take it that you, our friends and customers, are pretty well satisfied regarding our handling of a difficult situation. We have been and still are hoping that the tax will be reduced."

## Talcum Explosion in Rosemount

Four men suffered dangerous burns about the eyes, face and body when a talcum powder explosion occurred in the two story bin of the Pulverized Products Co., Rosemount, Que. One of the four men jumped from a gallery to the ground, 30 feet below, in making his escape, and suffered a fractured leg. The other three, it was stated, might have their eyesight seriously affected as a result of the blast. The men were working in the bin with talcum powder when the dust ignited and exploded. The cause was unknown.

## Death of G. F. Rayfield

George Francis Rayfield, for 27 years manager of the patent medicine department of Lyman Bros., died recently in his fiftieth year at his home, 109 Monarch Park avenue, Toronto. He was born in Galt, being the third son of the late John Rayfield of that city. He first entered the drug business in Galt.

## Simpson Now With Wright

"Art." Simpson, formerly with F. J. Whitlow & Co., Toronto, is now representing the Norman S. Wright Co. in Alberta and British Columbia. He makes his headquarters in Vancouver.

## "Lux" Contest Opens

A contest in which every entrant will be a winner has been announced as the sixth annual "Lux" toilet soap and "Lux" window display contest by Lever Brothers, Ltd. More prizes than ever before are being offered this year, the total being 1,164, with a total value of \$7,500. Each dealer sending in a photograph of his "Lux" toilet soap and "Lux" window display who does not win one of these 1,164 cash prizes will receive \$1.50 in cash. In spite of general business conditions, the evidences are that this year's "Lux" contest will surpass all its predecessors. Retailers everywhere are signifying their cooperation, not only because they stand to win a cash prize, but because their previous experience has shown this contest to be a profit-maker.

The contest rules are extremely simple. Dealers are requested to send in the entry forms, secure free display material and give the size of the window they are dressing. They will then dress one full window with the combination "Lux" toilet soap and "Lux" display, and maintain this display for one full week prior to June 17.

## Canadian Soap Production Up

Canadian production of toilet soaps increased over 15 per cent in quantity in 1931 compared with 1930, although declining slightly in total value, says the Department of Commerce. An analysis of the raw materials employed in the Canadian soap industry shows that \$407,768 worth of perfumes and essential oils was used in 1931, contrasted with \$387,940 worth in 1930. Perfumes declined materially in importance as aromatic materials in 1931 in favor of essential oils, as may be observed from the table presented below:

TOILET SOAP PRODUCTION CANADA			
	Pounds	Value	
1928	18,479,868	\$4,000,841	
1929	21,838,787	4,658,256	
1930	23,633,620	4,701,624	
1931	27,248,775	4,509,052	

Aromatic Raw Materials Used			
	Value		
	Perfumes	Essential Oils	
1928	\$107,560	\$143,835	
1929	126,788	180,677	
1930	235,582	152,358	
1931	106,847	300,921	

## Citronella Exports from Java

The following table showing exports of citronella oil from Java during the last eight years was compiled by N. V. Handel-Matschappij "Stille Zuidzee," of Amsterdam, Holland. (Figures in metric tons.)

	1926	1927	1928	1929	1930	1931	1932	1933
January	104	107	104	68	57	74	63	107
February	100	135	98	72	62	73	83	114
March	118	100	81	107	63	69	72	103
April	105	90	114	82	79	72	91	110
Total Jan./April	427	432	397	329	261	278	309	434
May	73	90	184	121	63	78	70	
June	95	132	109	43	48	73	76	
July	110	94	78	80	68	87	84	
August	81	88	77	77	86	50	79	
September	95	141	58	66	70	94	83	
October	108	96	91	51	68	77	86	
November	93	122	77	41	70	66	92	
December	100	117	69	55	81	78	112	
Total Jan./Dec.	1182	1312	1140	867	815	885	991	

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARK REGISTRATIONS

"Thinc." Toilet preparations. Thinc Products, Inc., New York.  
"Packer's Healing Tar Soap," and "Packer's Charm." Soap and skin lotion, respectively. Packer Manufacturing Co., Inc., New York.

"Handy." Soap. Pugsley, Dingman & Co., Ltd., Toronto, Ont.  
"Lentheric," and a representation of two dos-a-dos sets of nesting L's surmounted by a crown. Perfumes and toilet preparations. Lentheric, Inc., New York.

"Bon Ami." Detergent materials. Bon Ami, Ltd., Montreal, Que.  
Woman's head bearing a wreath and representing the head of the goddess Pomona. Preparations for the teeth. R. L. Watkins Co., Cleveland, Ohio.

"Princess Charming," "Sweet Miss Mary," "Ambre Nouveau," "Apres Tout," "Panier Fleuri," "Arimal," "Ayeristocrat," and "Coeur de Violette." Toilet preparations and perfumes. Harriet Hubbard Ayer, Inc., New York.

"Perfection," and "Avon." Soap and toilet preparations, respectively. California Perfume Co. of Canada, Ltd., Montreal, Que.

Design, the dominant features of which are a plurality of substantially vertical ribs on the side wall of the jar. Jar. Capstan Glass Co., Connellsville, Pa.

"Canadian Liquid Hair Dye." Hair dye. Northrop & Lyman Co., Ltd., Toronto, Ont.

"Flavilla." Flavoring extract. Frederick Stearns & Co. of Canada, Ltd., Windsor, Ont.

### PATENTS

330,355. Soap-like substance. I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-Main, assignee of Fritz Guenther, Ludwigshafen-on-Rhine, Germany.

330,372, 330,373. Soap. Larkin Co., Inc., Buffalo, N. Y., assignee of Lester F. Hoyt, East Aurora, N. Y.

330,307. Soap composition. Canadian Industries, Ltd., Montreal, Que., assignee of Frank L. Frost, Jr., Cleveland Heights, Ohio.

330,528. Soap preparation. I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-Main, assignee of Joseph Neusslein, Ludwigshafen-on-Rhine, Germany.

(The above patents and trade marks have been taken from the Canadian Patent Office Record, issues of February 14 to March 14, inclusive, since printing of the Record had been suspended since February 7, 1933. Records from March 14 will be published in subsequent issues of this magazine as the patent books are issued.)

## Perfumed Necklets in London

Now that the majority of women wear necklets or necklaces, there is a persistent search for novelty to relieve any suggestion of monotony or uniformity. One novel idea now popular in London is for a woman to use her necklet as a perfume container. By unscrewing the large center bead and putting a few drops of perfume on the cotton batting inside, the necklet is given an individuality of its own. Moreover, this is a convenient and economical way of using perfume.

## Of Interest and Use

*The Kerala Soap Institute, Calcutta, India*

Your journal has been of considerable interest and use to us.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

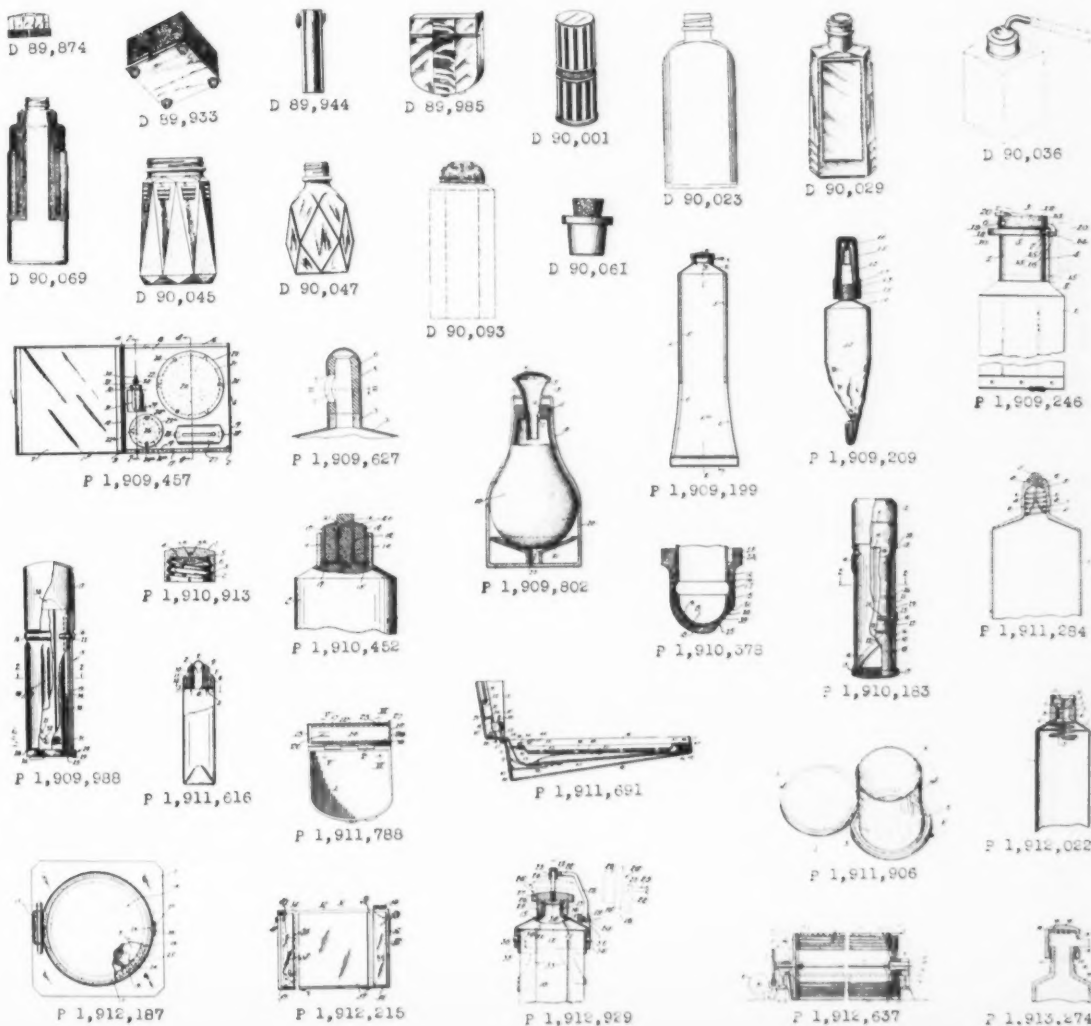
All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested

## Patents



can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,909,199. Container. David Levin, Philadelphia, Pa., assignor to The Fergusson Drug Co., Philadelphia.

1,909,209. Closure for collapsible tubes. Charles R. Miller, Indianapolis, Ind., assignor to Eli Lilly & Co., Indianapolis.

1,909,246. Closure for containers. George W. Bailey, Cortland, N. Y.

1,909,457. Vanity case. Earl Milburn Coleman, Kiefer, Okla., assignor of 45 per cent to William H. Doughty, Kiefer, Okla.

1,909,627. Closure having a self-sealing orifice for collapsible tubes. Walter E. Oppen, Chicago, Ill.

1,909,802. Toilet article. William L. Bass, New York, N. Y.

1,909,988. Lipstick holder. Paul H. Vogel, New Hartford, Conn., assignor to Waterbury Brass Goods Corp., Waterbury, Conn.

1,910,183. Lipstick container. Ralph F. Ryder and Stephen E. Pazar, Bridgeport, Conn., assignors to Bridgeport Metal Goods Manufacturing Co., Bridgeport.

1,910,378. Container and closure therefor. James P. Burke, Wayne, N. J., assignor to Kept-Kapt, Inc., Knoxville, Tenn.

1,910,452. Self-sealing closure valve for collapsible tubes. Ernest August Wekerle, Los Angeles, Calif., assignor to David Blankhorn, Los Angeles, Calif.

1,910,913. Container closure. Benjamin F. Conner, Hartford, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

1,911,284. Closure for collapsible tubes. Robert E. Nichols, Jacksonville, Fla.

1,911,616. Closure for tubes. Ludwig Gruber, Berlin, Germany.

1,911,691. Vanity Case Sifter. Harry Jacobson, Brooklyn, N. Y.

1,911,788. Combined face powder and lip-stick container. Félicie Eugénie Amélie Wanpouille Bergaud, Paris, France, assignor to Caron Corp., New York, N. Y.

1,911,906. Vanity case or the like. Maria Petronella Johanna Lambooy, Brussels, Belgium.

1,912,022. Dispensing closure for collapsible containers. Roy G. Thompson, Kansas City, Mo., assignor of twenty-five one-hundredths to Samuel Eisberg, twenty-five one-hundredths to Lawrence E. Thompson, nineteen one-hundredths to Jack Rieger, and five-one-hundredths to Butler Disman, Kansas City.

1,912,187. Sealed powder container. Giles C. Fullmer, Bridgeport, Conn., assignor to Bridgeport Metal Goods Manufacturing Co., Bridgeport.

1,912,215. Combination vanity case. Garland G. Odom, Fort Stockton, Tex.

1,912,637. Manufacture of soap. Walter A. Harper, Newark, N. J.

1,912,799. Perfume. Walter O. Snelling, Allentown, Pa.

1,912,929. Accessory for collapsible tubes. Frank Wolf, New York, N. Y.

1,913,274. Cap for collapsible tubes. Kenneth L. Hayden, Brooklyn, N. Y.

### Designs Patented

89,874. Bottle Cap. Benjamin F. Conner, Wethersfield, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

89,933. Powder box. Fernand R. Tourtois, New York, N. Y., assignor to Coty, Inc., New York, N. Y.

89,944. Lip-stick container or the like. Félicie Eugénie Amélie Wanpouille Bergaud, Paris, France.

89,985. Vanity case or the like. Félicie Eugénie Amélie Wanpouille Bergaud, Paris, France.

90,001. Toilet accessory container. Ralph C. Vaughn, New York, N. Y.

90,023. Bottle. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio.

90,029. Bottle. Louis Paul Grey, Zanesville, Ohio, assignor to Hazel-Atlas Glass Co., Wheeling, W. Va.

90,036. Atomizer. Frederic A. Vuilleminot, Toledo, Ohio, assignor to The De Vilbiss Co., Toledo.

90,045. Glass Jar. Fred J. Petty, Muncie, Ind., assignor to Ball Brothers Co., Muncie.

90,047. Bottle. William J. Popp, Loudonville, N. Y.

90,061. Container closure. Edward J. Brennan, Hasbrouck Heights, N. J., assignor to Feminine Products, Inc., New York, N. Y.

90,069. Bottle. Edwin W. Fuerst, Toledo, Ohio.

90,093. Combined bottle and stopper. Fernand R. Tourtois, New York, N. Y., assignor to Coty, Inc., New York.

### Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

305,118.—Vivian S. Nash, doing business as Mme. Vivian Labs., Detroit, Mich. (June 5, 1929.)—Toilet preparations.

311,237.—Fracy, Inc., New York, assignor to Individual Cosmetic Corp., New York. (Jan. 31, 1931.)—Eyebrow and eyelash pencils.

325,196.—G. F. Brown, Colorado Springs, Colo. (Jan. 1, 1932.)—Preparation for tender gums.

325,315.—Bode Drug Co., Inc., New Brunswick, N. J. (Sept. 1, 1930.)—Toilet preparations.

325,453.—Armand Co., Des Moines, Ia. (Mar. 5, 1932.)—Cosmetics.

325,866.—E. T. Browne Drug Co., Inc., New York. (Dec. 1, 1886.)—Medicinal and toilet soap.

325,922.—Norman W. Siebras, doing business as Lady Lennox Co., St. Louis, Mo., assignor to Wellington K. Jacobs, St. Louis. (Mar. 18, 1932.)—Hair preparations.

326,255.—Louis Fundler, doing business as Babiglo Co., New York. (June, 1925.)—Soap.

329,612.—Alma Woodward, New York. (Oct. 21, 1931.)—Cosmetics.

329,786, 329,788, 329,789.—Deutsche Hydrierwerke, A. G., Berlin-Charlottenburg, Germany. (Jan. 1, 1927; Jan. 1, 1927; Nov. 24, 1930, respectively.)—Soaps; toilet preparations; soaps, respectively.

330,275.—Laura L. Phillips, New York. (Aug. 31, 1932.)—Scalp preparations.

330,939.—Victor W. Titus, New York. (June 15, 1928.)—Cosmetics.

331,144.—Ruth Creamer, Glendale, Calif. (Nov. 12, 1931.)—Toilet preparations.

331,901.—Joseph J. Martinelli, San Francisco, Calif. (July 2, 1932.)—Cosmetics.

332,601.—Siegelman Labs., Inc., Los Angeles, Calif. (May 1, 1929.)—Toilet preparations.

332,910.—Henri Bendel Co., Paris, France. (Oct. 19, 1932.)—Perfumes and toilet waters.

333,296.—Frederick J. Matheson, New York. (Oct. 1, 1932.)—Hair coloring.

333,533.—Scherk, G. m. b. h., Berlin, Germany. (Aug. 16, 1928.)—Toilet preparations.

333,552.—Harry I. Greenspan, New York. (Nov. 14, 1932.)—Bath lotion.

333,661.—Baker Extract Co., Springfield, Mass. (July 1, 1926.)—Flavoring extracts.

334,216.—Independent Pharmacists Products, Inc., Brooklyn, N. Y. (Dec. 23, 1932.)—Antiseptics, astringents.

334,494.—Paul Peter Mülhens, doing business as Eau de Cologne & Parfümerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mülhens, Cologne, Germany. (May 15, 1924.)—Soaps.

334,523.—Sidney Caplan, doing business as Sid's Remedy Co., Chicago. (Sept. 1, 1930.)—Foot powder.

334,596.—Bowey's, Inc., Chicago. (Dec. 1, 1932.)—Flavor.

334,651.—Parfumerie Roger & Gallet, Paris, France. (May 30, 1924.)—Toilet preparations.

334,685.—McCarthy Bros., Milwaukee, Wis. (Nov. 21, 1932.)—Tooth paste.

334,746.—Feminine Products, Inc., New York. (June, 1931.)—Deodorants.

334,844.—Pinaud, Inc., New York. (1840.)—Toilet soaps and shaving soap cream.

334,854.—Milton Co., Cincinnati, O. (Nov. 5, 1931.)—Toilet preparations.

335,054.—Henry Drummond Braeutigam, doing business as Mutual Service, Newark, N. J. (Oct. 9, 1932.)—Toilet preparations, food colors.

335,213.—Real Art Permanent Wave Machine Co., Inc., Tulsa, Okla. (Jan. 1, 1930.)—Scalp and permanent wave preparations.

335,218, 335,219.—Sylvia-Cross Labs., Inc., New York. (Oct. 11, 1932.)—Toilet articles.

335,344.—Samuel Bernstein Hair Co., Inc., Boston. (Jan., 1926.)—Toilet preparations.



335,455.—Superior Labs., doing business as American Drug Prod. Co., Los Angeles, Calif. (Feb. 16, 1933).—Toilet preparations.  
 335,506.—Hinze Ambrosia, Inc., New York. (Jan., 1933).—Face powders.  
 335,548.—Coty, Inc., New York. (Oct. 7, 1932).—Toilet preparations.  
 335,604.—Charlotte Munk, doing business as Lashtex Labs., New York, assignor to Charles J. Bitowf, New York. (Oct. 15, 1932).—Cosmetic compounds.  
 335,678.—Alexander Kantar, doing business as Hair Beauty Products Co., Pittsburgh, Pa. (July 1, 1932).—Wave set powder.  
 335,696.—Sears, Roebuck & Co., Chicago. (Dec. 5, 1932).—Toilet soap.  
 335,702.—Amedee Vuccino, New York. (Mar. 1, 1933).—Foot lotion.  
 335,792.—van Ameringen-Haebler, Inc., New York. (Dec. 17, 1932).—Natural and synthetic oils for perfumery.  
 335,829.—Los Angeles Soap Co., Los Angeles, Calif. (Oct. 6, 1932).—Perfume.

335,840.—R. L. Watkins Co., New York. (Jan., 1932).—Dentifrices and mouth washes.  
 335,860, 335,861.—Fitzpatrick Bros., Inc., Chicago. (Jan. 1, 1933).—Soap.  
 335,871.—Merchants Service Corp., Chicago. (Nov. 15, 1930).—Flavoring extracts.  
 336,134.—Sendurt Labs., Inc., Tulsa, Okla. (Feb. 27, 1933).—Cleansing creams.  
 336,175.—Nicholas Corotneff, New York, assignor to Genung & Leeney, Inc., New York. (Aug., 1932).—Toilet preparations.  
 336,177.—Irving I. Davis, doing business as Bathglow Co., New York. (Sept., 1930).—Toilet preparations.  
 336,185, 336,186.—Samuel Kubetz, doing business as Sunland Soap Co., Los Angeles, Calif. (Aug. 1, 1931).—Laundry soap.  
 336,263.—Castilian Products Corp., Los Angeles, Calif. (Jan. 21, 1933).—Toilet preparations.  
 336,294.—Nassour Bros., Inc., Ltd., Los Angeles, Calif. (Dec. 30, 1932).—Granulated soap.  
 336,300.—Princess Helene Gortchacow, Naples, Italy. (Jan. 1, 1932).—skin pomatum.

## Trade Marks

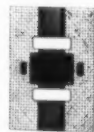
**SACHETABS**  
M 303, 648



**PINAUD**  
334,844



**LASHTEX**  
335,604



335,660

*Up o' the Morning*  
336,693

**PYNASEPTIC**  
336,970



**CYBERNET**  
311,227

**SATINMESH**  
329,612

**Hydroterpin**  
329,799



334,854

**REAL ART**  
335,213

**MAK-UP-OWN**  
335,678



335,861



336,300



337,234

**OXFORD**  
M 303, 835



325,196

**LAURA'S**  
330,295

**batholac**  
333,582



334,746



335,455

**T. X. T**  
335,792

**MSC**  
335,871

**VELAMASQUE**  
336,134

**SACCO**  
336,351



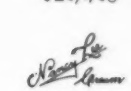
337,007



M 303, 837



325,453



330,939



334,216

**June Dawn**  
335,218

**Rene Chevalle**  
335,219



335,696



336,175



337,104

**BREVO**  
337,287

**Begy's**  
M 303, 838

**NEUTROX**  
325,315

**PALMER'S**  
325,866



331,144



331,901

**TIZIAN**  
334,494



334,651

**Anol**  
335,344

**SUNRAY**  
335,702

**BATH GLOW**  
334,177

**WHITE GOLD**  
336,185

**SINCERA**  
336,377

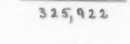
**Thymogen**  
336,411

**ONKOR**  
336,294

**The Knox Company**  
M 303, 839



325,922

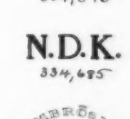


332,601



334,596

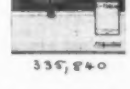
**N.D.K.**  
334,685



335,506



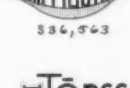
335,840



336,186



336,563



336,440

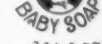


336,836

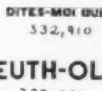
**MIFFLIN**  
M 303, 841



326,255



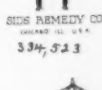
332,910



333,296



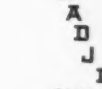
334,523



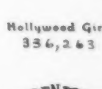
335,548



335,829



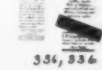
336,263



336,845



336,836



336,836

- 336,336.—E. R. Squibb & Sons, New York. (Feb. 24, 1933.)—Dentifrice.  
 336,351.—Ben M. Dougherty, doing business as San Antonio Chemical Co., San Antonio, Tex. (Jan. 1, 1933.)—Shaving cream.  
 336,377.—Sincera Research, Inc., New York. (Mar. 20, 1933.)—Cosmetics.  
 336,411.—Wm. F. Vosseler, doing business as Thymogen Labs., Cincinnati, O. (Mar. 20, 1933.)—Antiseptic powder for mouth washes.  
 336,440.—Jacob E. McIntyre, doing business as Tonce Co., Pittsburgh, Pa. (May 15, 1931.)—Face lotion.  
 336,563.—Charles Leon Garahan, doing business as Glengarry Laboratory, New York. (Oct. 15, 1932.)—Mouth wash.  
 336,683.—Samuel L. C. Lee, San Francisco, Calif. (Nov. 17, 1932.)—Shaving cream.  
 336,865.—Golden Pride Laboratory, Laurel Springs, N. J. (Feb. 8, 1933.)—Hair tonic.  
 336,870.—Iowa Soap Co., Burlington, Ia. (Mar. 21, 1933.)—Soap.  
 337,007.—Elizabeth Arden, Inc., New York. (Apr., 1926.)—Soap.  
 337,104.—Colgate-Palmolive-Peet Co., Chicago. (Apr. 10, 1933.)—Dental cream.  
 337,234.—Ovelmo Co., Fort Wayne, Ind. (Sept. 1, 1932.)—Shaving cream.  
 337,287.—Daggett & Ramsdell, New York. (Apr. 4, 1933.)—Shaving cream.

#### Trade Mark Registrations Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

- M303,648.—Glatzer & Shenker, New York. (Feb. 1, 1932. Serial No. 324,993.)—Toilet preparations.  
 M303,652.—Louis Funder, doing business as Babiglo Co., New York. (Oct., 1926. Serial No. 301,103.)—Soap.  
 M303,835.—Colgate-Palmolive-Peet Co., Chicago. (Oct., 1924. Serial No. 335,927.)—Soap.  
 M303,837.—J. Perry Moore, doing business as Southern Chemical Co., Houston, Tex. (Feb., 1930. Serial No. 335,225.)—Cosmetics.  
 M303,838.—Samuel E. Beggs, doing business as Beggs Co., Kansas City, Mo. (Aug., 1931. Serial No. 334,905.)—Hair preparation.  
 M303,839.—Knox Co., Kansas City, Mo. (Sept. 15, 1926. Serial No. 335,030.)—Toilet preparations.  
 M303,841.—Mifflin Chemical Corp., Philadelphia, Pa. (Aug., 1916. Serial No. 334,841.)—Toilet preparations.

#### P. & G. Loses Right to "Polo" Mark

Claims of Procter & Gamble Co., Cincinnati, to the use of the trade mark "Polo" for soap have been lost because the company has manufactured a "Poro" brand of soap for Annie M. Malone, of St. Louis, according to a recent decision by the United States Court of Customs and Patent Appeals. Procter & Gamble Co. used the "Polo" trade mark for laundry soap from 1890 to 1927, and then abandoned it. The Malone concern adopted the name "Poro" for a shampoo in 1923. In 1928, according to the court, the private brands division of Procter & Gamble began manufacturing "Poro" soap for Malone, labeling and wrapping it in its factory. The following year, the court found, Procter & Gamble began to market a toilet soap under its old brand "Polo."

A controversy arose over the similarity and ownership of the trade marks, and the Patent Office decided in favor of Procter & Gamble. The court, however, reversed the ruling on the ground that assertion of Procter & Gamble's right to the trade mark would be inconsistent with its contractual relationship inasmuch as it would have destroyed the sale of "Poro" soap and have made fulfillment of the contract impossible.

#### Cosmetics Distribution Costs Highest

A detailed study of manufacturers' distribution costs for both consumer and industrial products covering 312 manufacturers in 29 industries, recently completed by the Association of National Advertisers with the cooperation of the National Association of Cost Accountants, showed the total cost of distribution to be highest in the drug and toilet articles industries at 38.8 per cent of net sales. Advertising and sales promotion were most costly to the drug industry, taking 18.3 per cent of net sales. Figures were based on actual expenditures in 1931. The analysis, which is copyrighted, breaks distribution costs into eight major groups: direct selling costs; advertising and sales promotion; transportation; warehousing and storage; credit and collection expenses; general administrative expenses, and all other distribution costs.

#### Beverage Bottlers' Institute Formed

The Beverage Bottlers' Institute was organized in New York June 1 by the leading bottlers of carbonated beverages, fruit flavors and mineral waters. Simon Printz, of Dr. Reiss Carbonated Beverages Co., Brooklyn, was elected temporary chairman, and Harry Harkavy, of Harkavy Beverage Co., Inc., Bronx, temporary secretary. The announced purpose of the institute is to draw up a plan for the stabilization of the beverage bottling industry under President Roosevelt's Industry Control Bill. An agreement was drafted among the members to eliminate the practice of giving free ice boxes to every new customer and to form a corporation with a central warehouse to which all ice boxes on hand would be assigned and through which the industry would gradually liquidate the large stock of ice boxes which have been used to obtain and hold accounts.

#### Viviny Wins on "Chenier"

Viviny Perfumers, Inc., West Haven, Conn., has won its case against the James W. Hill Co., of Manchester, N. H., in the U. S. District Court, District of New Hampshire. The suit was brought for infringement on registered trade marks of Viviny, and covered the word "Chenier" which was registered by Viviny under trade mark No. 242871.

The court has restrained the James W. Hill Co. from manufacturing, advertising or offering for sale any toilet preparations under any of the following names: "Chenier," "Andre Chenier," "Chenier Parfums," "Chenier Parfums, Inc.," "Chenier Paris," or any other designation in any way infringing upon the company's trade marks, unless such articles were purchased from Viviny or its authorized distributor.

#### Norwich Pharmacal Enjoins Spaulding

Norwich Pharmacal Co., Norwich, N. Y., has been granted an injunction in United States District Court, District of New Jersey, against the Spaulding Products Co., Newark, N. J., perpetually enjoining the latter from using the name "Unguentam" or any similar name in conflict with Norwich company's registered trade name "Unguentine." The court considered the former name similar enough in use and descriptive properties to "Unguentine" to warrant the injunction.

## New York Market Report

THE market for essential oils has been considerably more active during the last month than has been the case at any time during the last two years. Prices have moved steadily forward under the influence not only of greater buying and more inquiry on the part of consumers, but also because of the rapid advance in practically all foreign exchanges incidental to our going off the gold standard. The result has been a materially improved sentiment among importers and dealers in essential oils, accompanied by the feeling that the next few months will see a rapid recovery toward normal both in volume of business and in market quotations.

Leading the market in advancing prices has been the group of seed and spice oils. Clove oil on spot has been sharply advanced. This has been followed by higher prices on anise and cassia, a very sharp upward movement on caraway, and very much higher quotations on mace and nutmeg. These advances have been largely due to shortage of goods actually in this market and to higher shipment quotations arising out of advancing exchanges.

The group of floral products has not been as active as have other items on the list, but prices on these have also been stimulated to some extent by higher foreign currencies. However, supplies in the local market seem to be ample, and it is known that stocks at primary points are also adequate for any anticipated demand. Accordingly, greater firmness but no actual advances in quotation have been noted in this list.

There has been little change in prices of domestic oil. Peppermint has been stronger owing to firmness in the primary market, but large buyers have not come forward with any active demand. They seem disposed to wait further developments in the new crop which will begin to be distilled early in July. In any event no return to the very low levels of two or three months ago is anticipated.

Citrus oils have been reasonably firm, and there has been a fair advance in Italian orange oil. Italian lemon is also firmer although advances of both of these products are retarded to some extent by the position of California oil. With the heavy consuming season at hand, it is expected that these two oils, along with oil of limes will be firm for some time to come.

Soap makers' oils have been featured by advance in lemongrass and also in Ceylon citronella. On the other oils, bois de rose and linaloe are unsettled by keen competition and prices are somewhat lower. In general the market position is favorable for a sustained advance, and as business improves it is expected that essential oil prices will again move into levels more compatible with costs of production and importation.

## Synthetics and Derivatives

Naturally the prices of natural derivatives have strengthened on account of the fact that raw materials are in such firm position. Eugenol has been advanced slightly and geraniol is also materially firmer than it was a month ago. The demand for these bulk items has shown some improvement, and as the soap trade improves and the insecticide season gets under way, it is expected that a comparatively large movement of goods into consuming channels will result.

Finer and more expensive items on the list suitable for

perfumes and toilet preparations, while they are firmer, have not shared in the advancing tendency of the remainder of the market. They are still suffering from lack of sustained demand for substantial quantities. There has been some improvement in inquiry and the number of sample orders, and small lot orders has increased, but this has not been sufficient to bring about any great firmness in quotations. Such firmness and strength as does exist, is largely traceable to the influence of higher foreign exchanges on imported goods.

## "T.Z.L.B." Not Infringement of "Z.B.T."

The Patent Office has ruled that initials indicating the ingredients of a product are not sufficient to secure an exclusive trade mark in the absence of other characteristics in permitting the Manhattan Chemical Manufacturing Co., New York, to register the combination of letters "T.Z.L.B." for talcum powder. The Crystal Corp., New York, opposed the registration on the ground that it had prior use of the combination "Z.B.T." The Patent Office ruled, however, that the probability of confusion was too remote to justify refusing the applicant registration for "T.Z.L.B." which stands for talc, zinc stearate, lycopodium and boric acid, ingredients of the powder.

## New Molecular Compounds of Eucalyptol

F. D. Dodge (*Jour. A. Ph. A.* XXII, 1, 20) reports extension of the list of phenolic compounds of eucalyptol by addition of compounds of eucalyptol with orthochlorphenol, orthobromphenol and orthoiodophenol which he finds are analagous in composition to the orthocresol compound; and the compound of eucalyptol with parahydroxybenzoic acid, which he finds is analagous to those with resorcinol and hydroquinone. The preparation of compounds with tribrom- trichlortrinitrophenol; guaiacol, eugenol and isoeugenol; salicylic, meta-hydrobenzoic, anisic, veratric, ortho-, para-, meta-nitrobenzoic or anthranilic acids; ortho- or para- hydroxybenzaldehyde was unsuccessful. Work was done in the laboratories of Dodge & Olcott Co., Bayonne, N. J.

## Variety of Powder Shades

H. S. Redgrove (*Manufacturing Chemist*, May, 1933, p. 135.) The author goes into much detail discussing the variety of shades of powder sold under the more or less misleading names of "Naturelle", "Rachel", "Peach" and others. With the aid of numerous charts the author shows the correct way to blend colors, and the correct proportions. He introduces the use of the Lovibond Tintometer as a means of controlling powder shades. Numerous formulas are included.

## Carnation and Wallflower Perfumes

M. Cerebald (*Manufacturing Chemist*, April, 1933, p. 97) discusses carnation and wallflower perfumes. The author gives a thorough discussion of these types. Like his previous article on rose perfume, the present one includes a discussion of synthetic materials, modification and fixation, with practical suggestions and formulas. Good reading matter with many useful suggestions for those interested in perfumes.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.49@	.52
Apricot Kernel ..	.24@	.30
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera.	2.20@	2.80
Angelica .....	22.00@	35.00
Anise, U. S. P. ....	.38@	.43
Araucaria .....	1.75@	1.85
Aspic (spike) Span.	.55@	.65
French .....	.70@	.90
Balsam Peru .....	6.00@	
Balsam, Tolu, p. oz.	4.25@	
Basil .....	40.00@	
Bay .....	1.65@	2.00
Bergamot .....	1.40@	2.00
Birch, sweet N. C. ..	1.50@	1.75
Penn. and Conn. ....	2.15@	3.00
Birchtar, crude ...	.15@	
Birchtar, rectified...	.50@	.55
Boise de Rose .....	1.10@	2.15
Cade, U. S. P. ....	.28@	.32
Cajeput .....	.55@	1.00
Calamus .....	3.00@	
Camphor "white" ...	13 1/2@	.20
Cananga, Javanative	1.85@	2.00
rectified .....	2.25@	
Caraway .....	1.80@	2.00
Cardamom, Ceylon. ..	14.00@	25.00
Cascarilla .....	60.00@	
Cassia, 80@85 p. c. ..	.90@	
rectified, U. S. P. ..	1.15@	1.25
Cedar leaf .....	.70@	.75
Cedar wood .....	.28@	.30
Cedrat .....	4.15@	
Celery .....	7.75@	8.00
Chamomile ... (oz.) ..	2.50@	7.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon. ..	8.00@	13.50
Cinnamon, Leaf. ....	2.25@	
Citronella, Ceylon. ...	.38@	.45
Java .....	.50@	.56
Cloves Zanzibar ...	.85@	.90
Cognac .....	22.00@	28.00
Copaiba .....	.50@	.60
Coriander .....	3.80@	4.25
Croton .....	2.60@	3.00
Cubebs .....	2.70@	3.00
Cumin .....	7.25@	7.75
Curacao peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	4.35@	4.75
Dillseed .....	3.15@	3.40
Elemi .....	1.45@	
Erigeron .....	1.30@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.26@	.30
Fennel, Sweet .....	1.15@	1.30
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose .....		
Algerian .....	4.40@	4.60
Bourbon .....	4.40@	4.75
Spanish .....	16.00@	
Turkish .....	1.85@	2.10
Ginger .....	3.25@	3.50
Gingergrass .....	3.00@	3.15
Grape Fruit .....	3.15@	3.50
Guaiac (Wood) ....	2.85@	
Hemlock .....	.73@	.80
Hops .....	(oz.)	6.00@ 7.00
Horsemint .....		4.25@
Hyssop .....		40.00@
Juniper Berries ...	1.40@	1.65
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English. ..	32.00@	
French .....	1.55@	3.25
Lemon, Italian .....	1.05@	1.40
Calif. ....	.75@	.90
Lemongrass .....	.46@	.55
Limes, distilled ...	7.00@	8.50
expressed .....	10.00@	10.50
Linaloe .....	1.30@	1.75
Lovage .....	27.50@	
Mace, distilled .....	1.10@	1.35
Mandarin .....	4.75@	7.50
Marjoram .....	6.25@	
Melissa .....	5.00@	
Mirbane .....	.15@	
Mustard, genuine. ...	8.50@	10.00
artificial .....	1.60@	1.85
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarade, p. ..	90.00@	150.00
Petale, extra .....	120.00@	175.00
Niaouli .....	3.45@	
Nutmeg .....	1.10@	1.35
Olibanum .....	6.50@	
Orange, bitter .....	1.70@	2.00
sweet, W. Indian. ....	1.20@	1.40
Italian .....	1.15@	1.75
Spanish .....	2.65@	2.75
Calif. exp. ....	.80@	.95
dist .....	.45@	.60
Origanum, Spanish. ..	.95@	
Orris root, con (oz.) ..	4.00@	5.00
Orris root, abs. (oz.) ..	35.00@	50.00
Orris Liquid .....	18.00@	25.00
Parsley .....	6.50@	
Patchouli .....	3.25@	3.65
Pennyroyal, Amer. ...	1.85@	2.15
French .....	1.40@	
Pepper, black .....	6.50@	
Peppermint, natural ..	2.55@	2.75
redistilled .....	2.85@	3.15
Petitgrain .....	1.10@	1.45
French .....	2.10@	2.60
Pimento .....	1.20@	1.50
Pine cones .....	3.00@	
Pine needle, Siberia ..	.80@	.90
Pinus Sylvestris ...	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, imitation. ..	2.00@	4.50
Rose, Bulgaria (oz.) ..	6.00@	20.00
Rosemary, French. ...	.30@	.40
Spanish .....	.26@	.35
Rue .....	2.25@	
Sage .....	2.15@	
Sage, Clary .....	22.00@	37.50
Sandalwood, East .....		
India .....	6.00@	7.00
Australia .....	3.00@	
Sassafras, natural. ...	.60@	.70
artificial .....	.20@	.30
Savin, French .....	1.85@	2.00
Spearmint .....	1.35@	1.65
Snake Root .....	8.00@	10.00
Spruce .....	.73@	.80
Styrax .....	7.00@	
Tansy .....	1.90@	2.10
Thuja .....	1.50@	
Thyme, red .....	.60@	.70

White .....	.70@	1.00
Valerian .....	8.00@	10.00
Verbena .....	3.75@	7.00
Vetivert, Bourbon ..	4.75@	6.00
Java .....	10.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn. ....	5.00@	8.00
Wormseed .....	1.90@	2.10
Wormwood .....	2.70@	2.95
Ylang-Ylang, Manila	29.00@	35.00
Bourbon .....	4.00@	8.00

## TERPENLESS OILS

Bay .....	5.25@	5.75
Bergamot .....	8.00@	10.00
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Lavender .....	5.50@	8.00
Lemon .....	6.75@	14.50
Lime, Ex. ....	65.00@	
Orange, Sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	5.00@	6.00
Rosemary .....	2.50@	3.75
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P. ..		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U.S.P. VIII ..	3.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl Iso-eugenol. ...	9.00@	
Alcohol C 8. ....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8. ....	50.00@	
C 9 .....	70.00@	125.00
C 10 .....	50.00@	82.00
C 11 .....	40.00@	75.00
C 12 .....	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	20.00@	40.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.40@	1.75
Amyl Cinnamate .....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate .....	1.75@	2.00



Amyl Phenyl Acetate	5.00@	5.75
Amyl Salicylate	.90@	1.20
Amyl Valerate	2.50@	3.00
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	18.00@	27.00
Benzyl Propionate	2.00@	5.50
Benzylidenacetone	2.50@	4.00
Borneol	1.60@	2.25
Bornyl Acetate	1.75@	8.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	2.85@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.60@	3.00
Citronellal	2.40@	3.00
Citronellol	2.40@	2.75
Citronellyl Acetate	4.50@	8.00
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.00@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.75@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	5.00@	10.00
Geranyl Formate	4.25@	10.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellol	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	3.00@	3.85
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.00@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptine C'b.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylac'tate	4.65@	6.00
Methyl Salicylate	.42@	.50
Musk Ambrette	6.50@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	4.50@	7.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl But'rate	16.00@	20.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.32@	.36
Santalyl Acetate	22.50@	
Skatol, C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.65@	5.50
(guaiaacol)	4.40@	5.00
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75

#### BEANS

Tonka Beans, Para.	1.00@	1.25
Angostura	1.60@	2.00
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	.80@	1.50
South American	2.00@	2.50

#### DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-pf. gal.	2.37½@	2.63½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20
Beeswax, white	.40@	.45
Yellow	.22@	.30

Bismuth sub-nitrate	1.10@	1.35
Boric acid, ton.	165.00@	175.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08½
Ph'phate, tri-basic	.13@	.15
Sulfate	.03¼@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cherry laurel water,		
gal.	1.25@	
Citric acid	.35@	.40
Civet, ounce	3.75@	4.50
Cocoa butter	.18@	.20
Clay, Colloidal	.03@	.03½
Formaldehyde	.06½@	
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	1.15@	2.00
Gum Arabic, white	.20@	.22
amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.25@	.40
Henna, powd.	.14@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrus	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¼@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, vegetables (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.40@	1.00
Orris root, powd.	.20@	.75
Paraffin	.03½@	.05
Patchouli leaves	.16@	.20
Petrolatum, white	.06½@	.10½
Phenol	.16@	.20
Potassium, carbonate	.13@	.16
Hydroxide (See Soap Sec.)		
Quince seed	.90@	1.50
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	.55@	.85
pale	.40@	.50
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood, chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01¼@	.02¼
Phosphate, tri-basic	.03¼@	.04
Spermacetti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1.	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc, Peroxide	.18@	.21
Oxide	.13½@	.15
Stearate	.21@	.28

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Anti-Oxygens in Fats and Soaps

SINCE our last notes on this subject a considerable number of new substances, chiefly organic, have been recommended and patented for incorporation in fats and soaps with the object of preventing or retarding oxidation and consequent development of rancidity. Reference was also made in our last review to the probable presence in natural oils and fats of certain substances which retard oxidation and may be described as natural "anti-oxygens," and further, to some preliminary work on this subject by Prof. Hilditch and J. J. Sleightholme at Liverpool University. Prof. Hilditch and another of his students have now published (*Journ. Soc. Chem. Ind.*, 1932, T. 411-4) the results of further work which, though it does not throw any additional light on the nature of natural anti-oxygens, is considered possibly to have technical as well as theoretical interest. It is shown that the natural anti-oxygens present in olive and linseed oils can be largely removed from the oils by boiling with water, being apparently decomposed or oxidized by the treatment, since the material recovered from the aqueous extracts has no value as an anti-oxygen. It is also found that an olive oil from which the natural anti-oxygen has been removed, can be brought to about the same state of resistance to oxidation by the addition of 0.03 per cent of quinol.

Incidentally, it has been found that an oil extracted from Plate linseed by light petroleum has much less resistance to oxidation than an expressed Plate linseed oil, though whether this has any significance with regard to method of producing the oil is not stated.—*Perfumery & Essential Oil Record*.

## Colorimetric Determination of Glycerin in Glycerin Soap

J. J. J. Dingemans (*Chem. Weekblad*, 1932 29, 696—698).—The dichromate method is criticized. Accurate results are obtained by oxidizing the glycerol in the filtrate from the separation of fatty acids with 3%  $\text{KMnO}_4$  to aldehydes and determining the latter colorimetrically with Schiff's reagent. The intensity of the color is not directly proportional to the glycerin content, therefore comparison is made against a series of synthetic standard soaps containing up to 10% of glycerin. Sugars do not interfere; dextrans must be pptd. with  $\text{EtOH}$  and the latter removed completely. The method is applicable in presence of vanillin, thymol, heliotropin,  $\text{H}_3\text{BO}_3$ , borax, perborates, persulfates, beeswax, or  $\text{PhCHO}$ , but not in the presence of  $\text{CH}_2\text{O}$  or honey.—*British Chemical Abstracts*.

## Soap as a Lubricant

AMONG the many non-detergent uses of soap a very important one is its use as a lubricant or a constituent of lubricants. Not only is soap employed as the emulsifying agent in the preparation of lubricating-greases and soluble oils, but it also serves as a lubricant in wire-drawing and in the launching of ships.

In grease-making the more usual method is to saponify the fat or fatty acids already admixed with part of the mineral oil, though some grease-makers shred an ordinary boiled soap and dissolve this, by prolonged heating, in the mineral oil. Some years ago, according to Archbutt (*Lubrication and Lubricants*), the grease used by the Midland Railway was prepared by dissolving 6 cwt. of palm soap in twice its weight of water, and adding thereto 6 cwt. of tallow and 2 cwt. of palm oil, while later, the palm oil in this formula was replaced by dark mineral oil. So far as soluble oils are concerned a solution of soft soap either alone or with addition of soda has been used for the lubricating of cutting tools, and one of the simplest methods of making a soluble oil is to dissolve soft soap in a suitable mineral oil.

The use of soap as a lubricant in wire-drawing has recently been the subject of two independent investigations. In one R. C. Williams (*J. Physical Chem.*, 1932, 3108) has examined the friction-reducing power of solutions of ordinary commercial hard soap (titre  $40.8^\circ \text{C}$ ), and ammonium linoleate of different concentrations, and also emulsions of tallow with soap. He concludes that there is no close relationship between lubrication value and surface tension when the pH is varied, and that the effectiveness of the soap solutions is due to the fatty acid or acid soap formed by hydrolysis. The results of the second investigation, by E. L. Francis ("Iron & Steel Instit., Carnegie Schol. Mem.," 1932, 1) show that in wire-drawing lubrication is of the boundary type, and confined to a film  $10^{-5}$  in. thick. The soap used as lubricant should contain not less than 80 per cent of fatty acids, and as little impurity as possible. At  $100/120^\circ \text{C}$ . many fatty oils are nearly as efficient lubricants as the best soap.—*Perfumery & Essential Oil Record*.

## Buys from the Advertisers

*The Hygeol Company*

If THE PERFUMER contained nothing but the reading matter, we would consider it well worth its cost, and if it contained nothing but the advertising section, we would consider it very valuable. In fact, whenever we buy merchandise from any source which does not advertise in your magazine, we feel somewhat skeptical.

# Soap in the Asphalt Emulsion Industry<sup>\*</sup>

by J. Mitchell Fain, of Foster D. Snell, Inc.  
and Arthur W. Hixson, Professor of Chemical Engineering  
Columbia University, New York

THE soaps, as a rule, are prepared in the emulsion plant and only the materials used for their manufacture are purchased. Occasionally when emulsions of special properties are desired, a bought soap is used. When asphalt emulsions are made by dispersion in soap solution directly, the best plant practice is first to make up a concentrated soap solution. This is then diluted to the concentration desired for emulsification of the asphalt. The concentrated soap solution is made by mixing the fatty oil with an aqueous solution of caustic until it is completely saponified. Heating is accomplished by means of steam. A quantity of alkali in excess of that required for reaction according to stoichiometric proportions is often used. Emulsions of the smallest average particle size are obtained when the alkali concentration of the soap solution is somewhat in excess. The preparation of a concentrated soap solution which is then diluted to the desired soap content is advisable for several reasons. First, mixing is more effective in a thick mass than in a thin solution. Hence saponification proceeds more rapidly. Again, two smaller vats may be used rather than one very large one, economy of space thus being effected. Furthermore when a dilute soap solution is allowed to stand several days before use, its emulsifying efficiency is impaired to a much greater extent than that of a concentrated solution.

A variety of fatty oils is used in the preparation of the soaps employed in the emulsification of asphalt. Though reasons of economy play an important part, yet the efficiency of the soap as an emulsifying agent is of paramount importance. Certain properties of the finished emulsion are profoundly affected by the character of the soap used, and in the manufacture of asphalt emulsions for special purposes, special oils are required for the preparation of the soap.

Several patents describe the manufacture of asphalt emulsions by incorporation of saponifiable ingredients in the asphalt and agitation with a solution of alkali. In some cases emulsification is accomplished by agitation of the untreated asphalt with an alkaline solution. Under these circumstances it is probable that the saponifiable matter contained in the asphalt is a factor in its dispersion. Mexican asphalt is sometimes emulsified by this method. An approximately 1 per cent tri-sodium phosphate solution is employed for the purpose. Solutions of other substances giving an alkaline reaction are likewise used, among them silicate of soda.

The alkalies used for the preparation of the soap are limited as a rule to caustic soda and caustic potash. Caustic soda is cheaper, but there are many reasons favoring the use of caustic potash. Finkle, Draper, and Hildebrand noted the fact that potassium soaps are more effective as emulsifiers than sodium

soaps. This is borne out in manufacturing practice. Furthermore potassium soaps of the same concentration as sodium soaps give less viscous solutions. The emulsions produced by means of them are likewise less viscous. In the manufacture of emulsions of high asphalt content this reduction in viscosity is particularly desirable.

Two types of apparatus are employed to produce asphalt emulsions of the soap type:

- (1) Agitators
- (2) Colloid Mills

A typical form of agitator consists of a jacketed vessel enclosing a vertical shaft carrying propellers. The bitumen and soap solution are delivered concurrently in regulated proportions into the vessel, usually by means of a funnel. The finished emulsion is drawn off at the completion of the operation.

Colloid mills are supplanting the mechanical type of agitator since they not only form a better emulsion, but also consume a smaller amount of emulsifying agent. In the smooth-surface type of mill, usually used for this work, two smooth surfaces in fairly close contact are rotated at a peripheral speed of 2 miles a minute and more. A low pressure pump feeds the mixture between the disintegrating elements, which consist either of a truncated cone rotating within a fixed cone, or two flat discs rotating in opposite directions. In the latter type of machine the material is introduced through the shaft attached to one of the discs, being thrown off the periphery of the discs into a chamber where it is removed by gravity. The gap between the moving elements is about 0.002 inch and in some machines is adjustable. Colloid mills are operated at speeds of 3500 revolutions per minute upwards.

Colloid mills effect a dispersion resulting in particles rarely less than 1 micron in diameter. Colloidality is generally restricted to particles having a diameter which does not exceed 200 millimicrons. Although some pressure is utilized in the colloid mill, the main effect depends upon the hydraulic shearing forces exerted upon the particles by the rotating surfaces.

The following is an illustration of the method of procedure with this apparatus. A sodium oleate solution is made up to a concentration of 20 per cent by the addition of oleic acid and caustic soda to water at 90°C. This is then diluted with 9 times its volume of water heated to 90°C. The 2 per cent soap solution is run through the colloid mill with an equal amount of asphalt heated to not exceeding 100°C. The resultant emulsion contains equal parts of asphalt and water, with 1 per cent by weight of soap.

The soap content of emulsions ranges in commercial practice between 1 and 5 per cent. Close regulation of the soap as well as the asphalt content of emulsions is the rule, but for different conditions of use, varying

<sup>\*</sup>Continued from the April issue.

degrees of stability, obtainable by variation of the soap content, are necessary.

Asphalt emulsions for use on roads have an annual consumption in the United States of many millions of gallons. In Europe where they have been in widespread use longer than in this country, they are regarded as standard materials for this purpose. The future prospects of asphalt emulsions for road purposes are bright. In this country there are almost 2½ million miles of dirt road without any paving whatever. The traffic on them does not warrant large investments in road building. Yet the millions of American families whose farms connect to the outside world only by means of these roads and who, shut in by roads that are morasses of mud, are practically prisoners on their farms for from two to four months of the year, require relief. The type of road construction made possible by the use of asphalt emulsions is particularly suited to their needs. It is for this market that emulsified asphalt makes its bid. An increased consumption of soap, and the materials for making it, will result in this industry.

### Kinetics of Soap Making

E. L. Smith (J.S.C.I., 1932, 51, 337—348  $\tau$ ).—The velocity of saponification of cod-liver and coconut oils and of triolein by the "cold process" has been studied. Aq. NaOH (5N, 7.5N, 10N, and 15N) and KOH (10N) were used, the quantity of alkali in excess of that equiv. to the oil being varied. After thorough mixing, which produced lye-in-oil emulsions with globules of average diam. 5—20  $\mu$ , the saponification mixtures were kept at const. temp. (25° or 45°). Usually, after an initial period of induction, the reaction accelerated spontaneously to a rate 10—200 times the initial velocity, which did not diminish appreciably until saponification was 80—90% complete. A series of saponifications of an oil with different concns. and quantities of the same alkali gave degree of reaction-time curves which, although not coincident, were parallel between about 30% and 90% reaction. Such results cannot be reconciled with the orthodox theory of interface reaction. Evidence is presented showing that both oil and alkali are sol. in soap, whether it is in aq. colloidal solution or, as in "cold saponification" mixtures, salted out to neat or curd soap. After the initial period of slow interface reaction, saponification must occur mainly in homogeneous solution in the soap phase. This accounts satisfactorily for the autocatalytic nature of the reaction since the reaction medium (the soap) is itself a product of the reaction. The saponification velocity during the period of rapid reaction is independent of the area of interface, excepting that the concn. of alkali and the temp. must be within the limits which yield stable emulsions so that the soap phase remains in intimate contact with the reactants. The velocity with KOH was 4—20 times that with NaOH; this is attributed to the fact that K soaps are salted out to neat soap rather than curd, a condition favorable to rapid reaction in the soap phase. Rise of temp. from 25° to 45° increased the rate 2—8-fold according to other conditions. The ratio of the saponification velocities of two oils saponified under the same conditions was not a const. independent of such conditions as temp. and the concn. and the nature of the

alkali used. The addition of soap or fatty acids reduced or eliminated the period of induction. Oxidized cod-liver oil, which stabilizes water-in-oil emulsions, had the same effect. EtOH greatly accelerated the saponification; although it tends to break the emulsion, it "liquefies" the salted-out soap and renders it a better solvent for oil. The naphthols also had powerful catalytic effects on the saponification. Saponification by the cold process was at least 99.95% complete using 5—10% excess over the theoretical requirement of either KOH or NaOH. In the soap-boiling process the concns. of alkali and NaCl in the pan are usually kept adjusted to such vals. that the soap is salted out as neat soap. Conditions are therefore similar to those which obtain in the cold process, and it is probable that saponification occurs mainly in the soap phase. The data presented by McBain and his colleagues in their studies of the soap-boiling process can be interpreted satisfactorily in terms of this theory.—*British Chemical Abstracts*.

### Sodium Cholate in Soaps

By H. T. Heiser

IN the pure state sodium cholate is the sodium salt of cholic acid. The latter substance has the formula,  $C_{24}H_{46}O_5$ . In the pure state cholic acid is made up of colorless crystals, and sodium cholate is practically white in color. On the other hand, technical sodium cholate consists of a mixture of sodium salts of the bile acids. Technical cholic acid is brownish in color and is a mixture of taurocholic acid and glycocholic acid, both of which are constituents of the bile. From the soap standpoint, sodium cholate in the technical grade is perfectly satisfactory, but in compounding cosmetics the technical sodium cholate is not as useful as the pure grade, because of the brownish color, bitter taste and faint odor of the former. Nevertheless, even the technical grade can be used in certain cosmetics and toilet preparations where the taste, color and slight odor of the product are of no moment.

The importance of sodium cholate in making soap is that it gives a composite detergent which possesses improved wetting powers, greater emulsifying capacity and hence greater capacity for dissolving grease and dirt as well as increased lathering quality. The cleansing powers of the soap are improved without the need of using alkalies. The detergent preparation also has less harmful action on the textile fibers due to the presence of sodium cholate, and furthermore it makes the wash white and soft and gives it a good "handle." Only a very small quantity of sodium cholate need be added to ordinary soap or to toilet soap to secure these good effects.

Cholate soaps are very useful in other ways in the textile industry. Sodium cholate itself may also be used in dyeing practice to aid in the solubility of difficultly soluble colors. Sodium cholate may also be used in making shaving soaps and shaving powders as well as shampoo powders and soaps.

Sodium cholate is useful in the cosmetics industry for stabilizing peroxides, such as sodium perborate, sodium peroxide and hydrogen peroxide. In the case of peroxide dentifrices, which like all other oxygen-containing cosmetics and toilet articles suffer from the loss of oxygen values while in storage, only the pure sodium cholate



should be used, as the taste of the technical product is detrimental. Only about 0.1 per cent of sodium cholate need be used. It is also claimed that cosmetic preparations, which contain sodium cholate and which accidentally come into contact with abrasions or wounds, do not injure them as far as the cholate ingredient is concerned. Sodium cholate is useful in making various hair preparations, that is, particularly hair tonics and hair washes which contain lecithin and cholesterol. Sodium cholate increases the solubility of these substances and makes the hair tonics more effective. In fact, its use is indicated for compounding cosmetics wherever the old formula calls for the use of oxgall. It has, of course, the important advantage over oxgall, that is, it is considerably purer even in the technical grade. It is also used in making skin and face creams, and it is claimed that its presence therein increases the penetration of the cream into the skin and also prevents the cream from drying out. About three per cent of sodium cholate is recommended for use in compounding bath salts. Its use for this purpose increases the effectiveness of the bath salts by controlling the evolution of carbon dioxide or oxygen so that only small bubbles of the gases are evolved.

### Air Pollution Affects Britain's Soap Industry

Considerable interest is displayed in English soap trade circles regarding the report on air pollution just issued by the Department of Scientific and Industrial Research.

While it is revealed that total solids in the atmosphere have not decreased to any appreciable extent during the last year, the percentage of tar deposits has shown a drop at 80 per cent of the observation stations throughout the country. This fall in tar deposits is the inevitable result of greater use of electricity, gas and smokeless fuels, and if continued it will mean that exposed materials will keep clean longer and require less washing than previously.

Another and more serious feature of the present pollution of Britain's atmosphere is the presence of greatly increased quantities of sulphates, thus the average deposits of solids over London was 284 tons per square mile, and this included 41 tons of sulfate, as against 25 tons ten years ago. The greater acidity of the air means that the life of all exposed fabrics becomes proportionately less owing to corrosion. This fact is of interest to soap makers as it means that the ordinary process of washing with pure soap containing no free soda is likely to become increasingly difficult.

### Solubility of Fats in Ethylene Glycol Monoethyl Ether

E. Jaffe (*Annali Chim. Appl.*, 1932, 22, 667—673).—This ether may be used for the determination of the crit. solution temp. of certain fats, but, as a result of its high solvent power, the separation occurs at such a low temp. that the fat partly solidifies. A mixture of this solvent, vaseline oil, and fat is homogeneous when hot and begins to separate at a definite "temp. of desolubilization," which may be used to detect adulteration of (1) cow's butter or cacao butter with coconut oil, (2) castor oil with other vegetable oils, and (3) linseed oil with fish oil.—*British Chemical Abstracts*.

## Reciprocal Influence of Soaps and Perfumes

E. L. Lederer (*Ind. Chimique*, 4, 31). This question was examined for 90 different perfume substances natural and synthetic, the soap containing less than 0.04 per cent of free alkali. The presence of linseed oil, fatty by-products after deodorization, or more than 15 per cent of coconut oil decreases or modifies the nature of the perfumes. Hawthorn, coumarin, aldehydes, ketones, lactones, cannot be kept in presence of heliotropin, cinnamic aldehyde, hydroxycitronellal, isoeugenol, indol, vanillin and phenylacetaldehyde.

**Excess of Alkali:** When the excess of alkali exceeds 0.04 per cent the esters are saponified and their odor modified. This observation applies to vanillin, heliotropin, coumarin, indol, etc. Eugenol, isoeugenol and clove oil have their power decreased by alkalinity. On the other hand, methyl and ethyl and benzyl eugenol are more resistant in alkaline soaps. In the absence of alkalinity or the presence of non-saponified fats the perfume may be considerably deteriorated. Resins have not this action.

**Mechanical Treatment and Heat:** The use of granite rollers for crushing soaps entails the loss of the more volatile perfumes, especially when the temperature rises. Cooled steel rollers are preferable. The perfume should be added at the lowest possible temperature, especially benzaldehyde, citronellol, safrole, or cedar-wood oil. Alcohol in glycerin soap may alter the nature of the perfume. Nevertheless in this case, a considerable number of perfumes can be used, among which we may mention anisic aldehyde, cedar-wood oil, citronellol and geranium oil. Soaps made cold can only be used with a limited number of perfumes, such as benzaldehyde, terpineol, citronellol, geraniol, musk xylol, etc.

**Air and Light:** Terpenes and sesquiterpenes resinify under the action of air and light, while alcohols and aldehydes are easily oxidized and give acids with no odor. Methyl anthranilate, bromstyrol, coumarin and thymol are modified by light. Anisic aldehyde, benzaldehyde, benzyl alcohol, geraniol, indol, phenylethyl alcohol, cinnamic aldehyde and cinnamic alcohol are only partially resistant to the action of light. Finally anethol, citral, eugenol, isoeugenol, heliotropin, phenylacetic aldehyde, terpineol and vanillin neither resist light nor air action.—*Soap Trade Review*.

### Flake Soap from Liquid Soap

German Patent No. 540,762; Welter, Krefeld, Germany. A method claimed to be very economical, and ensures a saving of time, heat, power and labor, and gives a better and more uniform product. The liquid soap mass made from castor oil or olive oil, or with coconut oil, etc., and mixed or not with sodium silicate or other substance, and with a fatty acid content of 88 to 90 per cent, is atomized in the usual way into a dry soap powder, and is then either forced through a nozzle into a fine thread, or sprayed on to a roller mill to form flakes or soap wool.—*Soap Trade Review*.

### An Appreciation

(Midway Chemical Co.)

THE AMERICAN PERFUMER has been of very great interest to us and we wish to compliment you on the exceptionally timely and newsy articles.

## Soap Materials Market

### Vegetable Oils

Crude coconut oil has been comparatively quiet recently, but is holding steady at 3½c lb., Pacific Coast, and 3½c lb., New York, in tanks. Deliveries against contracts are being made regularly, and it is expected that demand from soap makers will increase in the near future.

Crude cottonseed oil is steady to firm at 4½c to 4½c lb. in the South East and Valley. Demand is fairly heavy. Crude corn has been active, with sales at 5c. lb., Midwest Mills, and comparatively little of this oil is offered for nearby delivery. Domestic crude soyabean oil is also firm, with sales at 5½c. lb., Midwest Mills.

Sulphur olive oil foots has become very much firmer since our last review, and is now quoted at 5¼c lb. in tanks, and 5¼c lb. in barrels or drums, f. o. b. New York. Commercial denatured olive oil testing maximum 5% FFA is quoted at 62c to 64c per gallon, f. o. b. New York, price depending upon delivery. Palm oils are also higher and active with the demand from soap makers quite heavy.

A. H. HORNER.

### Tallow

As was to be expected, the feverish pace which price advances in fats have been maintaining for the past month has abated somewhat as of this writing. However, this development was to be expected sooner or later and is in the nature of a lull or breathing space. Indications are that there is little likelihood of any appreciable setback in price levels. As soon as the new Federal industrial control legislation gets in working order, new advances in prices portend.

Fancy tallow is quoted at 4½c per pound. Good No. 2 tallow with high titre is priced at 3¾c to 4c per pound loose. Last sales of house grease were at 3¾c.

In the Middle West, prices continue firm with producers well booked on their production. The market there on prime is nominally 4¾c per pound.

E. H. FREY.

### Kusum Oil in Soap Making

R. L. Dutta, T. Basu, and P. K. Ghose (*Perf. Ess. Oil Rec.*, 1932, 23, 427—428).—Kusum oil, expressed from *Schleichera trijuga*, the host tree of the best grade of lac, has:  $d_{20}^{20}$  0.909, acid val. (after keeping for 3 months) 14.0, sap. val. 215.8, I val. 57.5, titer of fatty acids 46.5°. The soap gives a scanty and greasy lather, but forms a thick emulsion when mixed with H<sub>2</sub>O and has excellent cleansing and emulsifying powers. It does not develop rancidity and its incorporation (2—15%) in a soap charge improves the lathering qualities and softens the soap.—*British Chemical Abstracts*.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.04 @	
Edible .....	.04¼ @	
Fancy .....	.05¼ @	
Grease, white .....	.03¾ @	
House .....	.03¾ @	
Yellow .....	.03¾ @	
Lard .....	.06½ @	.08

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04¼ @	
Corn Oil, 95% T.F.A. tanks .....	.04¼ @	
Red Oil, distilled, tanks .....	.05¼ @	
Saponified .....	.05¼ @	
Stearic Acid, single pressed .....	.08½ @	
Double pressed .....	.09 @	
Triple pressed .....	.11¼ @	

### Soap Making Oils

Castor No. 1, tanks .....	.08½ @	
No. 3, tanks .....	.08 @	
Coconut, Ceylon Grade, tanks .....	.03¼ @	
Cochin grade, tanks .....	.03¾ @	
Manila grade, tanks .....	.03¼ @	
Corn, crude, Midwest mill, tanks .....	.04¼ @	
Cotton, crude, Southeast, tanks .....	.02¾ @	
Refined .....	.03¾ @	
Foots, 50% T.F.A. .....	.01 @	.01½
Lard, common No. 1 barrels .....	.07¼ @	
Olive, denatured, max. 5% F.F.A. drums gal. ....	.67 @	
Foots, prime, green, barrels .....	.05½ @	
Palm, Lagos, max. 20% F.F.A., drums .....	.04¾ @	
Niger, casks .....	.04¼ @	
Palm, kernel, tanks .....	.04¼ @	
Peanut, crude, barrels .....	.07 @	
Refined, barrels .....	.08½ @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.06 @	
Tallow, acidless, barrels .....	.07¼ @	
Whale, Crude No. 1, Coast, tanks .....	.04 @	
Refined, barrels .....	.06¾ @	.067½

### Glycerine

Chemically pure, drums extra .....	.10¼ @	.11¾
Dynamite, drums included .....	.08¼ @	.09
Saponification, drums .....	.05 @	.05½
Soap, lye .....	.04½ @	.04¾

### Rosin

#### Barrels of 280 pounds

B .....	\$4.15	K .....	\$4.65
D .....	4.25	M .....	4.65
E .....	4.50	N .....	4.75
F .....	4.57½	W.G. ....	4.85
G .....	4.57½	W.W. ....	5.10
H .....	4.60	X .....	5.15
I .....	4.60	Wood .....	4.13

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.00 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.05 @	.05½
Potassium, carbonate, 80@85% .....	.05¾ @	
Hydroxide (Caustic potash) 88@92% .....	.07¼ @	
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01¾ @	.02¼
Phosphate, tri-basic .....	.03 @	.03¼
Zinc oxide .....	.05¼ @	

